



City of Frisco, Texas **2006 COMPREHENSIVE PLAN**

Chapter 1: The Snapshot of the City

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“... The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development.”

- Jay M. Stein. *Classic Readings in Urban Planning*

Introduction

Importance of Comprehensive Planning

The City of Frisco has a strong tradition of planning. Plans were completed in 1982, 1990, and 2000 (the *Millennium Plan*), and City leaders and staff have effectively followed many of the guidelines and recommendations in these plans through the years. This knowledge of the importance of planning and the effectiveness of planning implementation in Frisco has allowed the City to become one of the most noted and notable places in the Dallas-Fort Worth Metroplex, across Texas, and across the nation. Indeed, the City has recognized the need not solely for comprehensive planning, but for planning in other important areas as well, as evidenced by the City's Park Master Plan and Downtown Revitalization Plan, both of which are in process. By continuing this planning tradition with this latest version of the comprehensive plan, the City can continue its success as a highly livable community—it can maintain its reputation as a great place to live, work, play, and grow. Also, these elements can be further enhanced by establishing new and innovative planning-related policies.

Growth within Frisco is inevitable, but the City can manage its growth and can fulfill its envisioned destiny with proper planning and guidance. Preparing for growth can help Frisco's leaders maximize the future benefits of that growth for citizens. The product of this comprehensive planning effort that the City has undertaken will be a *2006 Comprehensive Plan* document that the City can use in the years to come to effectively manage and maximize its ever-changing environment.

The 2006 Comprehensive Plan Process

In the fall of 2004, the City retained the Consultant Team of Dunkin, Sefko & Associates, Townscape Planning, and Kimley-Horn and Associates to lead the comprehensive plan process and to create the City's new *2006 Comprehensive Plan* document. The process is predicated on the involvement of Frisco officials and staff, as well as on the cornerstone of any comprehensive planning process, public participation. A representative body of the public was appointed in December of 2004 to serve as an advisory committee for the planning process. Frisco has a citizenry that desires to be involved in the



planning of the City, perhaps because such planning has been so successful in the past. Twenty-three interested and highly motivated citizens were selected to serve on this representative committee, referred to as the Comprehensive Plan Advisory Committee (CPAC). The CPAC will be integral to the planning process—it will serve as the primary public interface with the Consultant Team, and will provide input in terms of visioning, proposed Plan Update recommendations, and first drafts of the various Plan elements, prior to their submittal for consideration to the general public, the Planning & Zoning Commission, and the City Council.

IMPORTANCE OF PUBLIC PARTICIPATION TO THE PROCESS

Public participation is integral to the comprehensive planning process in Frisco. In large part, the citizens of the City have made the City what it is today. The citizens have elected leaders with foresight, voted for the financing for special developments, chosen to live in the City, chosen to raise their children in the City. The ultimate success of the *2006 Comprehensive Plan* will depend upon the Plan being a document that reflects the needs and desires of the citizens of Frisco—needs and desires met by specific policies and implementation mechanisms outlined within the Plan. There are numerous ways in which public participation is being sought during this comprehensive planning process, specifically through:

- Neighborhood workshops,
- Focus group meetings,
- Land use scenario charrettes,
- Town Hall meetings, and
- Public hearings.

These will provide frequent opportunities for citizens of Frisco to provide input on the *2006 Comprehensive Plan* throughout the process.

"The strength of our democracy lies in the sharing of knowledge and in the sharing of our decisions as to how to use it...In the long run, if we do not advance together, we are likely to find that we have not advanced at all."

Source: Frederick H. Bair, Jr. *Planning Cities. Planning, the people, and the strength of nations*, pg. 40

THE PROCESS IN SUMMARY

The process has begun with this *Snapshot of the City*—this first chapter provides background information about Frisco that allows for a clear understanding of the City and its existing characteristics (e.g., demographic, economic, and physical). In the end, a complete *2006 Comprehensive Plan* document will be produced. CPAC members, City officials, City staff, and the general public will review and comment on this document prior to its consideration for adoption by City Council.

The targeted time-frame for the culmination of this comprehensive planning process is the Spring of 2006. The *2006 Comprehensive Plan*, once adopted, becomes the official planning document of the City. However, this document does not represent the end of the process—planning is not a single event, it is continuous. The *2006 Comprehensive Plan* is intended to be a dynamic, adaptable guide to help citizens and officials shape Frisco's future on a continual, proactive basis. The City has recognized this in the past, and it is anticipated that planning in Frisco will continue as it has in the past, long after this *2006 Comprehensive Plan* is adopted.

Demographic & Socio-Economic Analysis

The rapid population growth experienced in Frisco over the last decade has made the City a popular topic across the region and the nation. Countless newspaper and magazine articles have been written on the subject, and it has been the topic of regional and national discussion forums. Beyond the overall population surge, however, are the more specific questions regarding the characteristics of Frisco's population—characteristics like ethnicity, family income, average age, and education level, to name a few. What is the story, not only of Frisco's basic population growth itself, but of the people who choose to call Frisco "home"?

This section of the *Snapshot* discusses not only the City's overall population growth, but also contains analyses of such local population characteristics. These analyses provide valuable information, and thus contribute to the foundation of the comprehensive planning process in Frisco. Much of the information about the population is obtained from the U.S. Census Bureau and from the North Central Texas Council of Governments (NCTCOG); these entities are the primary information sources for this portion of the *Snapshot*.



Historic Home in Frisco

In the Beginning

Frisco's rich history has been documented in numerous publications, including the City's *Millennium Plan* that was adopted in 2000. Included here is an abbreviated version that focuses on the City's founding and subsequent population growth. Like many Texas towns, Frisco was originally settled in proximity to the railroad at the turn of the twentieth century when rail lines were vital to local economies and population growth. Following the completion of a line that was part of the St. Louis & San Francisco Railroad in 1902, the City was incorporated in 1908 and was named for the abbreviated term used to identify the rail line—*Frisco*.¹⁻¹

As a service hub for the farming community, with a post office, retail shops, and shipping capabilities, the City was primed for growth from the beginning. The first Census count of the new community occurred in 1910 and reported 332 citizens. Frisco reportedly doubled in population by 1920, when the population was estimated to be 733 people.¹⁻²

¹⁻¹ The Handbook of Texas Online: "Frisco, Texas" David Minor. Last updated December 4, 2002; ADDRESS: www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html

¹⁻² The Handbook of Texas Online: "Frisco, Texas" David Minor. Last updated December 4, 2002; ADDRESS: www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html and *The Frisco 2000 Millennium Plan: A Comprehensive Guide to Growth and Development*. Adopted March 7, 2000, Case No. Z2000-12



Subsequent Local Growth

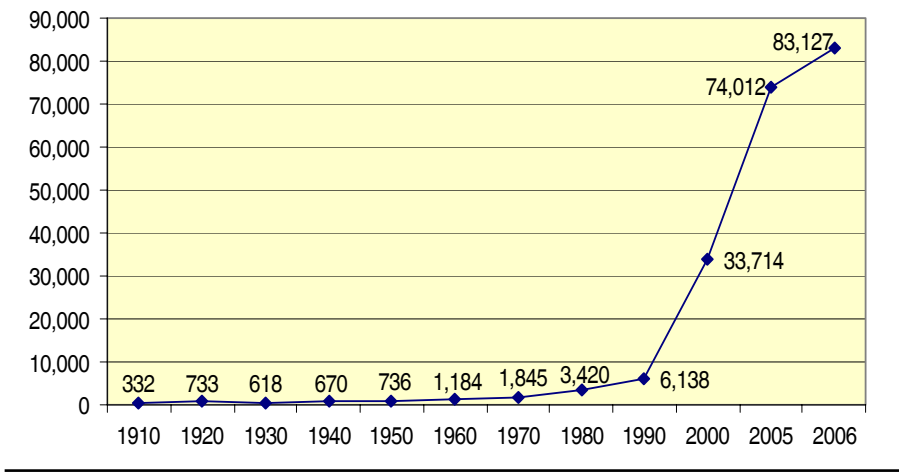
As Table 1-1 shows, Frisco’s population was steady for many decades prior to the marked growth experienced by the City beginning in the 1960s and the explosive growth experienced during the 1990s. Following the 1960 Census count, Frisco’s population increased by over 60 percent between every subsequent Census count except 1970. The greatest increase in population occurred in the last decade, between 1990 and 2000. The City’s growth rate of just below 450 percent during this period is almost unprecedented, and is one of the highest across the State of Texas, and indeed, the nation.¹⁻³ Additionally, there is no sign that growth is slowing—Frisco has already grown by almost 120 percent between 2000 and 2005. Table 1-1 is supplemented graphically by Figure 1-1. This figure effectively

Table 1-1
POPULATION GROWTH – 1910 TO 2004
City of Frisco, Texas

Year	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate
1910	332	—	—	2.91%
1920	733	401	120.8%	
1930	618	(-)115	(-)15.7%	
1940	670	52	8.4%	
1950	736	66	9.9%	
1960	1,184	448	60.9%	
1970	1,845	661	55.8%	13.09%
1980	3,420	1,575	85.4%	
1990	6,138	2,718	79.5%	
2000	33,714	27,576	449.3%	
2005*	74,012	40,298	119.5%	

Sources:
U.S. Census
* Estimate as of 1/1/2005 from the City of Frisco Planning & Development Services Department.

Figure 1-1
POPULATION GROWTH – 1910 TO 2006
City of Frisco, Texas



¹⁻³ Phoenix and San Antonio Lead Largest Cities in Growth; Small Cities Grow Fastest, Census Bureau Reports. United States Department of Commerce News. Economics and Statistics Administration, Bureau of the Census. June 30, 1999; ADDRESS: <http://www.census.gov/Press-Release/www/1999/cb99-128.html>.



shows the City's steady population rise through 1970, then the rapid rise in following decades. The current population of Frisco of 74,012 people has been estimated by the City's Planning & Development Services Department, and is current as of January, 2005. This population number will be used throughout this *2006 Comprehensive Plan* during discussions of the City's current population.

Subsequent Regional Growth

COLLIN COUNTY & DENTON COUNTY

Frisco's growth has not occurred independently of regional population increases. Collin County, the county within which approximately two-thirds of the City's geographic area is located, has also experienced rapid growth over the past few decades. Data contained in *Table 1-2* shows this. It also contains information for Denton County, which is the county that contains the remaining one-third of Frisco's geographic area. Denton County has grown in population, but this growth has not been as rapid as Collin County in recent years.

Table 1-2
POPULATION GROWTH – 1910 TO 2004
Collin County & Denton County, Texas

YEAR	COLLIN COUNTY				DENTON COUNTY			
	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate
1910	49,021	—	—	0.52%	31,258	—	—	1.48%
1920	49,609	588	1.2%		35,355	4,097	13.1%	
1930	46,180	(-)3,429	(-)6.9%		32,822	(-)2,533	(-)7.2%	
1940	47,190	1,010	2.2%		33,658	836	2.5%	
1950	41,692	(-)5,498	(-)11.7%		41,365	7,707	22.9%	
1960	41,247	(-)445	(-)1.1%		47,432	6,067	14.7%	
1970	66,920	25,673	62.2%	6.21%	75,633	28,201	59.5%	5.60%
1980	144,576	77,656	116.0%		143,126	67,493	89.2%	
1990	264,036	119,460	82.6%		273,525	130,399	91.1%	
2000	491,675	227,639	86.2%		432,976	159,451	58.3%	
2004*	615,200	123,525	25.1%		528,950	95,974	22.2%	

Sources:

U.S. Census

* North Central Texas Council of Governments Estimated Population as of 1/1/04



Collin County experienced its most rapid percentage of growth in the decade between 1970 and 1980, during a period that was a little earlier than Frisco’s most rapid growth period.

Table 1-3
COLLIN & DENTON COUNTY POPULATIONS WITHIN FRISCO
 1910 TO 2004

Year	Population of Frisco	Percentage of County Population Within Frisco	
		Collin County	Denton County
1910	332	0.68%	1.06%
1920	733	1.48%	2.07%
1930	618	1.34%	1.88%
1940	670	1.42%	1.99%
1950	736	1.77%	1.78%
1960	1,184	2.87%	2.50%
1970	1,845	2.76%	2.44%
1980	3,420	2.37%	2.39%
1990	6,138	2.32%	2.24%
2000	33,714	6.86%	7.79%
2004*	66,400	10.79%	12.55%

Sources: U.S. Census
 * NCTCOG Estimated Population as of 1/1/04

The County’s highest numerical growth occurred during the 1990s, consistent with Frisco, with an additional 227,639 people by the 2000 Census count. Over the entire period between 1980 and 2004, Collin County has grown from 144,576 people to an estimated 615,200 people, and at an average annual compounded growth rate of 6.2 percent (over 325 percent, generally). Denton County grew at a faster rate between 1910 and 1970 than did Collin County, but Denton County was a decade behind Collin in its greatest period of percentage growth, which occurred in the 1980s. Like Frisco and Collin County, Denton County experienced its most rapid numerical growth in the 1990s. Between 1980 and 2004, Denton County experienced an annual compounded population growth rate of 5.6 percent (almost 270 percent, generally), but grew at a slower rate than Collin County did.

Another interesting set of information is contained within *Table 1-3*. This table shows the percentages of population that the City of Frisco has contributed to Collin and Denton counties, respectively, in past and present decades. *Figure 1-2* graphically depicts Frisco’s population contribution to each of

these counties in 2004; the NCTCOG population estimate for Frisco for 2004 is used in this comparison to provide consistency with the latest population estimates for Collin and Denton counties, which are the NCTCOG 2004 estimates.

Figure 1-2
COLLIN & DENTON COUNTY PERCENTAGES WITHIN FRISCO – 1910 TO 2004
 City of Frisco, Collin County & Denton County, Texas

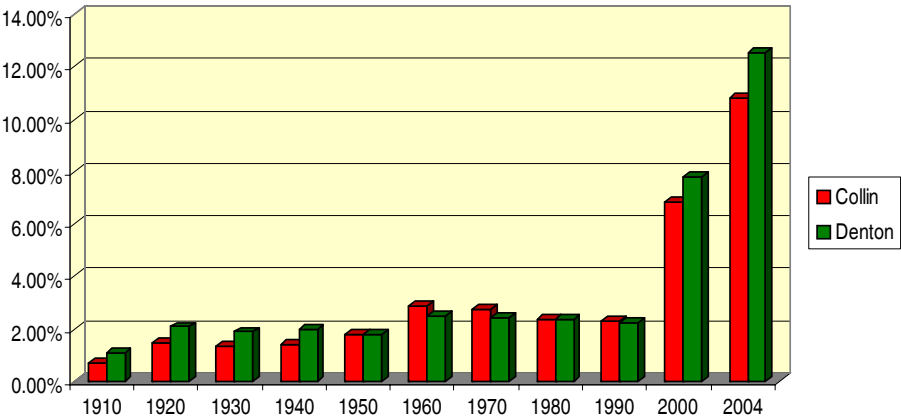


Table 1-3 and *Figure 1-2* show that, the population of Frisco was marginally significant to Collin and Denton Counties until the 1990s, when the City’s population



contribution began to grow much more substantially. *Figure 1-2* shows that Frisco's population contribution to both Collin County and Denton County dramatically rose between 1990 and 2000; this trend is estimated to have continued between 2000 and 2004.

SURROUNDING CITIES

The cities that surround Frisco (*Plate 1-1*) have also experienced high growth rates. It should be noted that the NCTCOG population estimate for Frisco for 2004 is again used in this comparison to provide consistency with the latest population estimates for the cities that surround Frisco counties, which are the NCTCOG 2004 estimates.

<p><i>Table 1-4</i> <i>POPULATION GROWTH – 1980 TO 2004</i> <i>City of Frisco, Texas & Surrounding Cities</i></p>							
YEAR	CITY						
	Frisco	Allen	Little Elm	McKinney	Plano	Prosper	The Colony
1980	3,420	8,314	926	16,256	72,331	675	11,586
1990	6,138	19,315	1,255	21,283	127,885	1,018	22,113
2000	33,714	43,554	3,646	54,369	222,030	2,097	26,531
2004*	66,400	62,450	14,000	82,800	243,500	3,100	35,050
Percent Change	1,841.5%	651.1%	1,411.9%	409.4%	236.6%	359.3%	202.5%
Average Annual Compounded Growth	13.15%	8.76%	11.98%	7.02%	5.19%	6.56%	4.72%
<p>Sources: U.S. Census * North Central Texas Council of Governments Estimated Population as of 1/1/04</p>							

Frisco has led the North Dallas region in population growth percentages since 1980, as *Table 1-4* shows. However, most of these cities have also experienced marked growth. Specifically, Little Elm grew by over 1,411 percent between 1980 and 2004, which represents an average compounded rate of almost 12 percent during that time period. Allen also grew rapidly during this timeframe, from a population of 8,314 people in 1980 to an estimated population of 62,450 people in 2004, which represents a percentage growth of almost nine percent (over 650 percent average annual compounded). *Figure 1-3* (on page 1.9) graphically depicts the comparative population growth information of the cities in *Table 1-4*.



Frisco City
County Line

Department of Information Technology

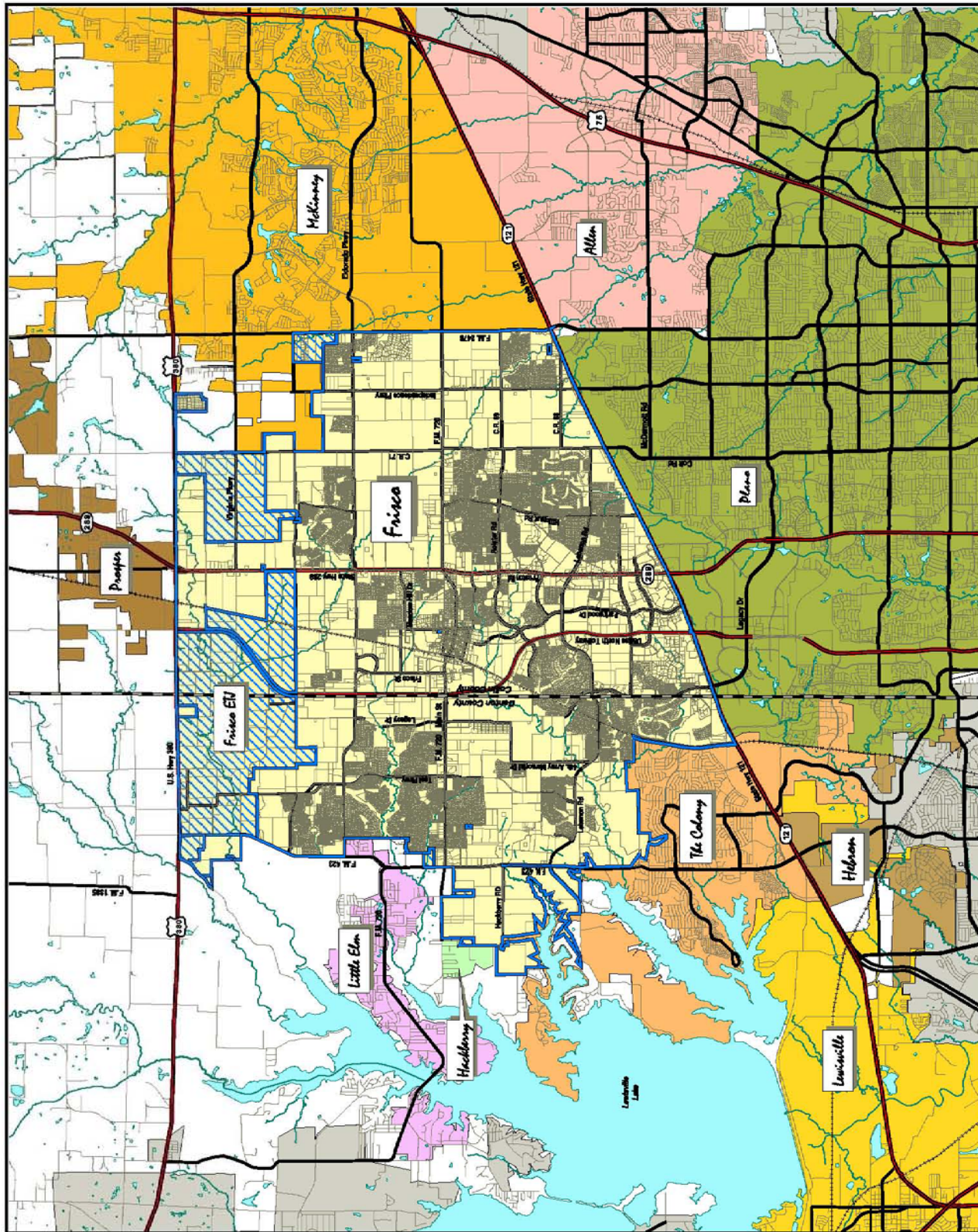
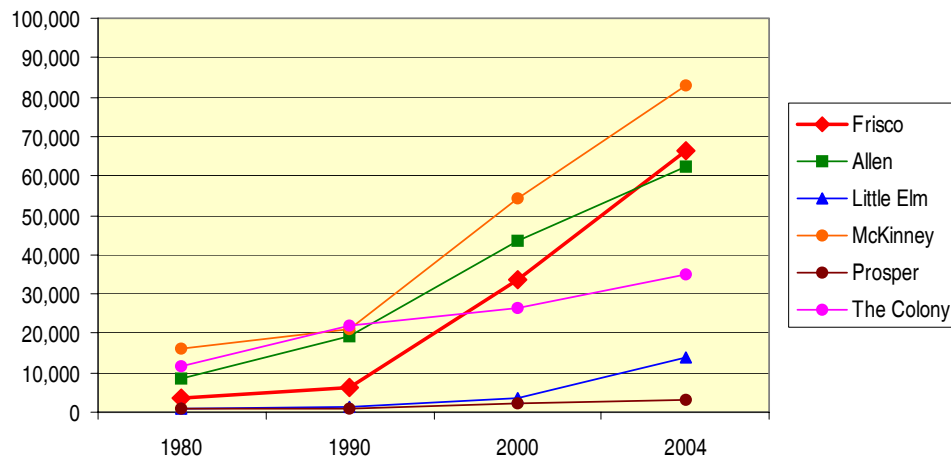




Figure 1-3
POPULATION GROWTH – 1980 TO 2004
City of Frisco, Texas & Surrounding Cities



Note: City of Plano is not included in this graphic due to its comparatively high population; information about population growth in Plano can be found in Table 1-4.

Local & Regional Population Diversity

RACE & ETHNIC DIVERSITY

The significance of the previous discussion on local and regional population growth to this comprehensive planning process is relatively evident. The geographic area in which Frisco is located is experiencing explosive growth that will impact the City's land use planning, transportation planning, livability, as other facets of the community. Perhaps less evident is the purpose of examining race and ethnic diversity in the local and regional area. It is important for the City to understand its ethnic composition so it can ensure that public input and public decision-making is representative, meaning that all ethnic groups are adequately included and represented in these processes. As one study on the subject of racial diversity and urban planning states: "Local urban strategies incorporating the cultural dimension can contribute positively to promoting real equality of opportunity in the city and urban areas, to targeting specific initiatives in specific areas, and to promoting social cohesion and social inclusion of migrants and ethnic minorities."¹⁻⁴

¹⁻⁴ Introduction: *Recommendations on integrated perspectives on and approaches to cultural diversity and urban development*. The Ministry of Refugee, Immigration and Integration Affairs website. April 2003; ADDRESS: http://www.inm.dk/publikationer/engelske_publicationer/cultural_diversity/kap01.htm.



The City of Frisco has historically been relatively homogenous in terms of race and ethnicity. As *Table 1-5* shows, while the City has continued to experience an increase in the percentage of citizens that are *Caucasian*, diversity in several other ethnic groups has also increased. There have been significant numerical increases in all other ethnic categories, although some percentages in these categories have actually decreased due to the overall population growth within Frisco. Among these other categories (except *Other Race*), the largest numerical increase between 1990 and 2000 was within the *Hispanic* group, which grew by 2,386 people during that decade. During the same time period, there was also a large increase in the *African-American* group at 1,142 people.

Table 1-5
RACE & ETHNIC DISTRIBUTION – 1990 & 2000
City of Frisco, Texas

RACE/ETHNIC GROUP	1990		2000	
	Number	Percent	Number	Percent
Caucasian	5,121	83.4%	29,417	87.3%
African-American	126	2.1%	1,268	3.8%
American Indian, Eskimo, or Aleut	37	0.6%	128	0.4%
Asian or Pacific Islander	29	0.5%	801	2.4%
Other Race	825	13.4%	2,100	6.2%
Hispanic	1,330	21.7%	3,716	11.0%

Source: U.S. Census

Note: Numbers will not equal total population and percentages will equal greater than 100 percent when added together due to the inclusion of the *Hispanic* group in all ethnic/race groups.

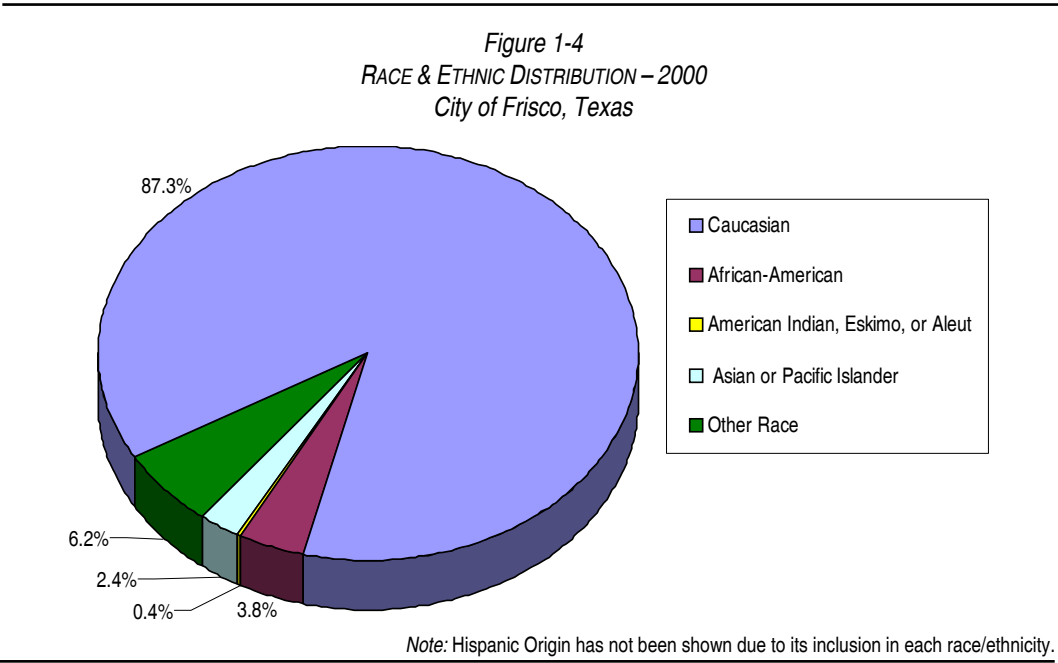




Table 1-6
RACE & ETHNIC DISTRIBUTION PERCENTAGES – 2000
City of Frisco, Texas & Surrounding Cities

RACE/ETHNIC GROUP	Frisco	Allen	Little Elm	McKinney	Plano	Prosper	The Colony
Caucasian	87.3%	87.1%	79.2%	78.4%	78.3%	92.2%	84.5%
Hispanic	11.0%	7.0%	23.0%	18.2%	10.1%	19.2%	13.3%
African-American	3.8%	4.4%	3.0%	7.2%	5.0%	0.3%	5.2%
Asian or Pacific Islander	2.4%	3.8%	0.8%	1.6%	10.2%	0.4%	1.7%
American Indian, Eskimo, or Aleut	0.4%	0.5%	0.6%	0.5%	0.4%	0.6%	0.7%
Other Race	6.2%	4.2%	16.4%	12.3%	6.1%	6.5%	7.9%
Total Population	33,714	43,554	3,646	54,369	222,030	2,097	26,531

Source: U.S. Census

Note: Percentages will equal greater than 100 percent when added together due to the inclusion of the *Hispanic* group in all ethnic/race groups.

As Table 1-6 above shows, the cities surrounding Frisco are generally more diverse. The highest percentage of each race/ethnic group is shown in bold text within the table. Frisco has the second highest percentage of people in the *Caucasian* group at over 87 percent; Prosper has the highest percentage at over 92 percent. The greatest percentage differences between the cities occur within the *Asian or Pacific Islander* group and the *Hispanic* group. Over 10 percent of Plano's population is within the *Asian or Pacific Islander* group, while Prosper has less than 0.5 percent. Frisco's percentage of this group is also relatively low at 2.4 percent. As for the *Hispanic* group, 23 percent of Little Elm's population is within this group, while Allen has seven percent, a difference of 16 percentage points. Frisco has a moderate percentage of its population within the *Hispanic* group at 11 percent.



Young Citizens of Frisco

AGE-RELATED DIVERSITY

The age composition for Frisco is shown in Table 1-7 (page 1.12).

The age composition of the population within a city can provide insight into the types of facilities and services that may need to be provided in the future. An example of this is the Senior Center that the City recently completed at Frisco Square for its senior citizen population. This analysis can ensure that the City is cognizant of the age distribution of its citizenry so that it can continue to meet the needs of significant local age groups.





City of Frisco, Texas

2006 COMPREHENSIVE PLAN

Table 1-7
AGE DISTRIBUTION – 1990 & 2000
City of Frisco, Texas

AGE GROUP	1990		2000		Percentage* Difference
	Number	Percent	Number	Percent	
Young (0-14 Years)	1,610	26.50%	9,372	27.80%	1.30%
High School (15-19 Years)	378	6.22%	1,459	4.33%	(-)1.89%
College, New Family (20-24 Years)	537	8.84%	1,315	3.90%	(-)4.94%
Prime Labor Force (25-44 Years)	2,331	38.36%	15,461	45.86%	7.50%
Older Labor Force (45-64 Years)	874	14.38%	4,891	14.51%	0.12%
Elderly (65 & Over)	346	5.69%	1,216	3.61%	(-)2.09%
Total Population	6,076	100.00%	33,714	100.00%	27,638 People
Median Age	28.3 Years		30.9 Years		2.8 Years

Source: U.S. Census

Since 1990, Frisco has experienced significant growth primarily in two age groups—the *Young* category, which is representative of children up to 14 years of age, and the *Prime Labor Force* category, which is representative of adults from 25 to 44 years of age. This growth is graphically shown in *Figure 1-5*. These increases are consistent with what could be considered indicators of growth in these age groups; such indicators include the significant rise in school enrollment in Frisco throughout the 1990s, and the strong local housing market. It should be noted that *Table 1-7* seems to indicate a decline in the *College, New Family* age group; however, this is not the case numerically. What has, in fact, occurred within this age group during the 1990s is it has not increased numerically at the same rate as other groups. The number of people within this group actually

increased by 778 between 1990 and 2000, but its percentage share of the City's total population was less than other age categories. It should be noted that there were numerical increases in every age group in the 1990s, although some of the percentages that each group contributed to the overall population in Frisco may have decreased.

Figure 1-5
AGE DISTRIBUTION – 1990 & 2000
City of Frisco, Texas

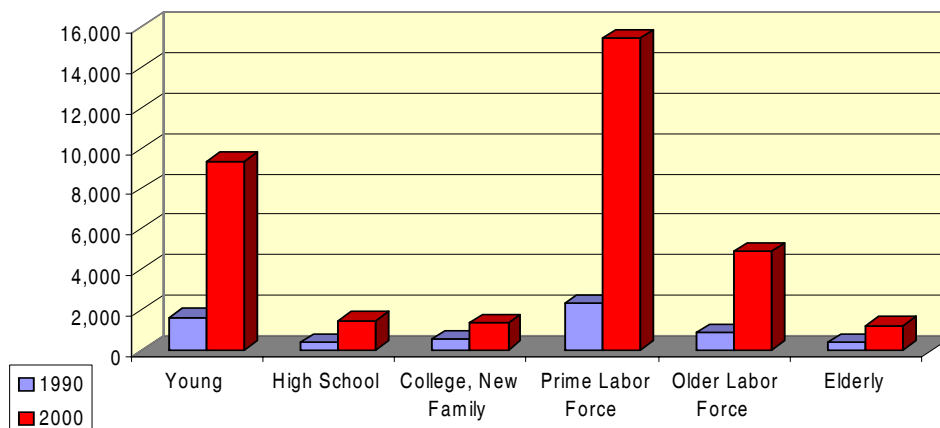
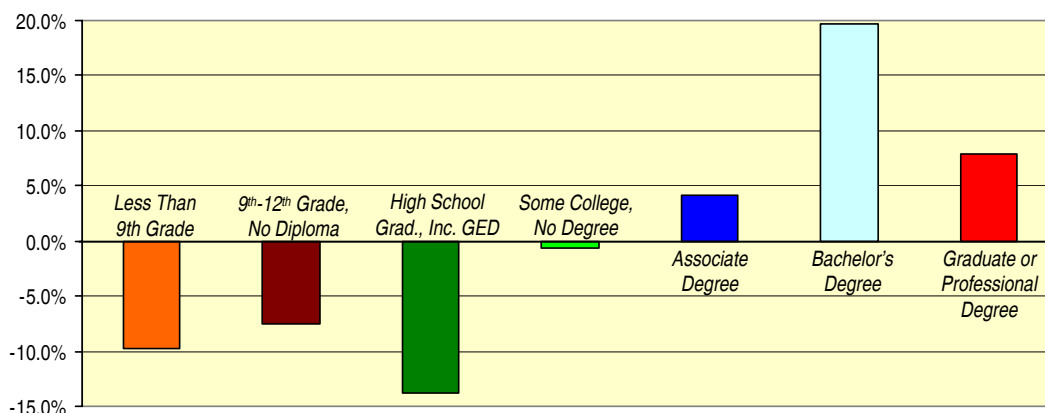




Figure 1-6
PERCENT CHANGE IN EDUCATION ATTAINMENT BETWEEN 1990 & 2000
City of Frisco, Texas



EDUCATION-RELATED DIVERSITY

Trends relative to the educational level of a population generally indicate the skill and abilities of the residents of the community. The fact that the City of Frisco has numerous companies that call the City “home,” and that economic development opportunities are plentiful locally, gives the perception that Frisco’s citizenry are highly educated. Figure 1-6 above and Table 1-8 below show that this perception is in fact reality.

Table 1-8
EDUCATIONAL ATTAINMENT – 1990 & 2000
City of Frisco, Texas

EDUCATION LEVEL	1990		2000		Percentage Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
Less Than 9th Grade	443	12.5%	600	2.8%	(-)9.7%
9th to 12th Grade, No Diploma	360	10.1%	579	2.7%	(-)7.5%
High School Graduate (Includes Equivalency)	962	27.1%	2,886	13.4%	(-)13.7%
Some College, No Degree	878	24.7%	5,203	24.1%	(-)0.7%
Associate Degree	117	3.3%	1,593	7.4%	4.1%
Bachelor's Degree	632	17.8%	8,092	37.4%	19.6%
Graduate or Professional Degree	159	4.5%	2,663	12.3%	7.8%
Total Population (25 Years & Older)	3,551	100.0%	21,616	100.0%	n/a

Source: U.S. Census



Frisco's citizenry has become increasingly educated since 1990. As of the 2000 Census, lower levels of educational attainment all decreased in terms of their respective percentages among the City's population, while higher levels of education all increased. *Figure 1-6* on the previous page makes this shift graphically apparent. The most dramatic increase was the percentage of people in the City who had bachelor's degrees—this was up 19.6 percent from 1990 according to the 2000 Census.

Also interesting to review is how Frisco's level of educational attainment compares with that of surrounding cities. The highest percentage of each educational level is shown in bold text within the table. Frisco's population has the highest percentage of people who have obtained a *Bachelor's Degree*, and Frisco is second only to the city of Plano in its percentage of citizens who have obtained a *Graduate or Professional Degree*. In lower levels of educational attainment,

<p>Table 1-9 EDUCATIONAL ATTAINMENT PERCENTAGES – 2000 City of Frisco, Texas & Surrounding Cities</p>							
EDUCATION LEVEL	Frisco	Allen	Little Elm	McKinney	Plano	Prosper	The Colony
Less Than 9th Grade	2.8%	1.6%	9.4%	8.0%	2.5%	7.2%	2.2%
9th to 12th Grade, No Diploma	2.7%	2.8%	14.1%	8.9%	6.3%	6.0%	7.1%
High School Graduate (<i>Includes Equivalency</i>)	13.4%	14.6%	25.6%	15.8%	12.3%	25.6%	24.5%
Some College, No Degree	24.1%	25.6%	27.8%	22.0%	22.3%	23.4%	32.7%
Associate Degree	7.4%	8.0%	6.3%	6.2%	6.1%	6.8%	9.4%
Bachelor's Degree	37.4%	36.1%	14.2%	28.8%	35.6%	21.4%	19.0%
Graduate or Professional Degree	12.3%	11.4%	2.7%	10.3%	17.6%	9.6%	5.0%
Total Population Used for Percentages Within the Table (<i>Persons 25 Years & Older</i>)	21,616 people	26,169 people	2,099 people	32,570 people	144,046 people	1,272 people	15,828 people
Source: U.S. Census							



Collin County Community College

Frisco's percentages are less than those of most of the surrounding cities. The data on educational attainment in Frisco indicates an increasingly well-educated local population. These facts also indicate that the City should be able to continue to attract businesses in need of skilled labor for the foreseeable future, and that the City is highly competitive with surrounding cities in terms of the educational levels of its citizenry.



HOUSEHOLD INCOME LEVEL DIVERSITY

Income levels are interesting to note for several reasons. First, if there is a great fluctuation in household income levels from one Census year to another, it may indicate that employment opportunities are increasing or decreasing. Second, a population of diversified income levels is more indicative of a full-life-cycle community—one that has opportunities for all age groups and employment levels. Third, income is an indicator for the retail market—higher income levels generally mean more disposable income and more retail possibilities, which in turn mean a higher tax base for a community.

Table 1-10 contains income information for Frisco for 1989 and 1999, which correspond to the Census years 1990 and 2000, respectively. It should be noted that the years 1989 and 1999 are used here due to the fact that when the U.S. Census collects information on household income, the question pertains to income earned in the previous year, which for the Census years would be 1989 and 1999.

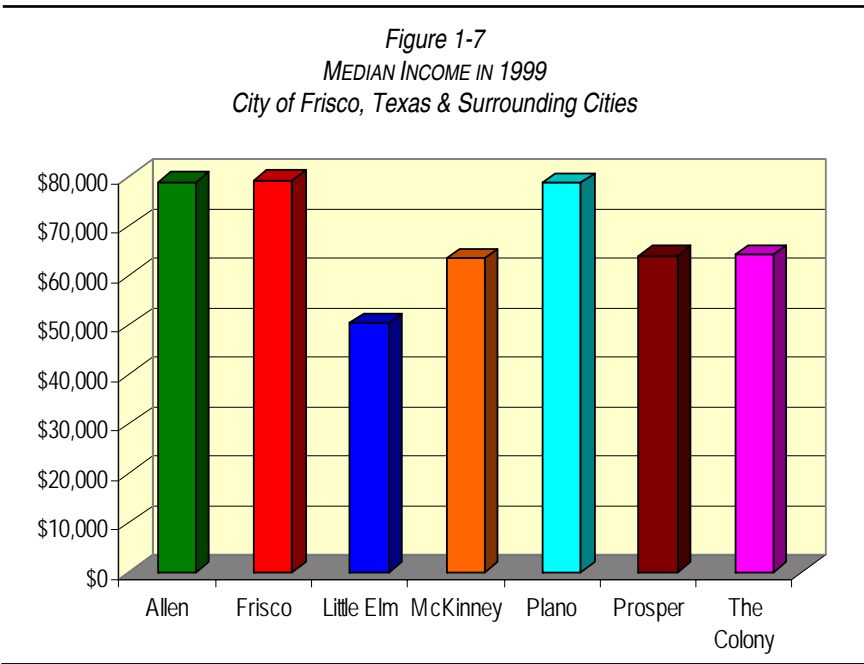
All lower income categories experienced percentage decreases, while all higher income categories (\$50,000 and above) experienced percentage increases. The largest percentage and numerical increase occurred within the \$75,000 to \$99,999 category. The median income level also significantly rose between 1989 and 1999, specifically by almost \$42,000, or approximately \$29,000 after a correction for inflation¹⁻⁵ is made.

Table 1-10 HOUSEHOLD INCOME – 1989 & 1999 City of Frisco, Texas					
INCOME LEVEL	1989		1999		Percentage* Difference Between 1989 & 1999
	Number	Percent	Number	Percent	
Less than \$10,000	195	9.5%	275	2.3%	(-)7.2%
\$10,000 to \$14,999	100	4.9%	207	1.7%	(-)3.2%
\$15,000 to \$24,999	309	15.1%	448	3.7%	(-)11.3%
\$25,000 to \$34,999	307	15.0%	815	6.8%	(-)8.2%
\$35,000 to \$49,999	481	23.5%	1,147	9.6%	(-)13.9%
\$50,000 to \$74,999	416	20.3%	2,536	21.1%	0.8%
\$75,000 to \$99,999	110	5.4%	2,868	23.9%	18.5%
\$100,000 to \$149,999	56	2.7%	2,313	19.3%	16.6%
\$150,000 to \$199,999	75	3.7%	701	5.8%	2.1% (average)
\$200,000 or More			684	5.7%	
Total	2,049	100.0%	11,994	100.0%	n/a
Median Household Income	\$37,166.00		\$79,149.00		\$41,983.00 (or \$29,000 with inflation)
Source: U.S. Census Note: The 1990 Census did not include the category \$200,000 or More; the highest category was \$150,000 or More.					

¹⁻⁵ According to the Bureau of Labor Statistics, \$1.00 in 1989 was worth \$1.34 in 1999, therefore \$42,000 would be \$29,000.



Also interesting to examine is how income levels in Frisco compare with those of surrounding cities. *Figure 1-7* shows this information graphically by comparing median income levels in each city according to the 2000 Census. Frisco has the highest median income of all of the cities. Frisco, Allen, and Plano have median incomes that are within \$1,000 of each other, specifically all are between \$78,700 to \$79,100, with Frisco having the highest of the three. McKinney, Prosper, and The Colony also had median incomes that were also within \$1,000 of each other at around \$63,500. Little Elm had the lowest median of the cities listed.



HOUSEHOLD TYPE

It is interesting to examine what the term *household* means in Frisco. One study that has analyzed the 2000 Census has determined that “suburbs now contain more non-family households—largely young singles and elderly people living alone—than married couples with children.”¹⁻⁶ Does this hold true for Frisco? *Table 1-11* (page 1.17) contains household composition information for the City for 1990 and 2000.

The above-referenced study does not, in fact, hold true for Frisco according to the 2000 Census figures. While non-family households and people living alone did contribute significant percentages of the overall population of the City at 20 percent and 15.6 percent, respectively, each were still much less than the family household percentage of 80 percent. Also significant is the percentage of households with individuals under 18 years of age, which accounted for over 48 percent of all households in Frisco.

The changes in percentages between 1990 and 2000 are also interesting to note. The percentage of married-couple families increased by over two percent (a numerical growth of over 7,000 families). The total percentage of family households decreased slightly, as did households with people under age 18. The most significant shift, however, occurred

¹⁻⁶ Frey, William H. and Alan Berube. *City Families and Suburban Singles: An Emerging Household Story from Census 2000*. (Census 2000 Series) Center on Urban & Metropolitan Policy, The Brookings Institution. Washington, D.C. February 2002.



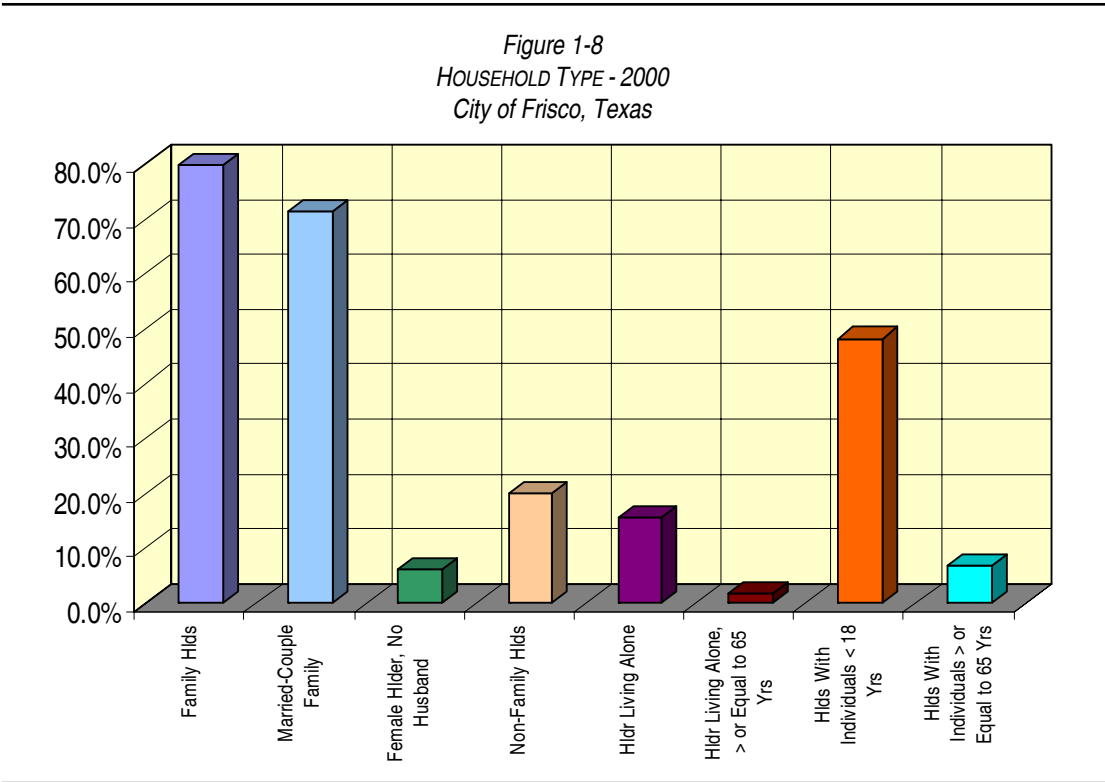
in relation to people 65 years of age and over. Consistent with the discussion of changes related to this group previously within the *Snapshot* (see *Table 1-7*, *Figure 1-5* and the related discussion), households with persons 65 and older decreased by almost six percent. Also, households with people over 65 who lived alone decreased by 3.6 percent. These are significant decreases given the amount of population growth that occurred in Frisco during the 1990s.

Table 1-11 HOUSEHOLD TYPE – 1990 & 2000 City of Frisco, Texas					
HOUSEHOLD TYPE	1990		2000		Percentage Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
FAMILY HOUSEHOLDS (FAMILIES)	1,662	80.3%	9,652	80.0%	(-)0.3%
<i>With Own Children Under 18 Years⁽¹⁾</i>	937	45.3%	5,636	46.7%	1.4%
Married-Couple Family	1,431	69.1%	8,601	71.3%	2.2%
<i>With Own Children Under 18 Years⁽¹⁾</i>	794	38.4%	4,957	41.1%	2.7%
Female Householder, No Husband Present ⁽¹⁾	168	8.1%	760	6.3%	(-)1.8%
<i>With Own Children Under 18 Years⁽¹⁾</i>	120	5.8%	515	4.3%	(-)1.5%
NON-FAMILY HOUSEHOLDS	408	19.7%	2,413	20.0%	0.3%
TOTAL HOUSEHOLDS	2,070	100.0%	12,065	100.0%	n/a
Householder Living Alone	313	15.1%	1,887	15.6%	0.5%
<i>Householder 65 Years and Over</i>	110	5.3%	209	1.7%	(-)3.6%
Households With Individuals Under 18 Years ⁽²⁾	1,011	48.8%	5,829	48.3%	(-)0.5%
Households With Individuals 65 Years and Over ⁽³⁾	264	12.8%	838	6.9%	(-)5.9%
Average Household Size	2.95		2.78		n/a
Average Family Size	—		3.13		n/a
Source: U.S. Census, STF-1, DP-1 – General Population & Housing Characteristics, unless otherwise specified.					
⁽¹⁾ U.S. Census, STF-3, P019 - Household Type and Presence and Age of Children					
⁽²⁾ U.S. Census, STF-1, P018 - Age of Household Members By Household Type					
⁽³⁾ U.S. Census, STF-1, P025 - Age of Household Members By Household Size and Household					

Figure 1-8 (page 1.18) shows the household composition for Frisco according to the 2000 Census. Non-family households and householders living alone are likely to increase in terms of their percentages by 2010 (in the next Census), according to the aforementioned study. Also, the elderly age group in Frisco has been decreasing in its percentage of the overall population, although numerically it has in fact increased; the percentage decrease in the elderly group is affected by marked growth in the number of young people and young families. However, it is significant to consider that the elderly group's percentage of the total population will likely continue to decrease unless development patterns are altered to cater



to this demographic. More discussion on the relationship between household types and development are contained within the *Livability & Sustainability* section of the *Snapshot*.



Local & Regional Housing Market

Quality of housing and the appreciation of housing values are important planning considerations. The condition of existing housing and the quality of residential neighborhoods affects the desirability of Frisco as a place to live and the potential for future development of the City. As such, the community has a strong interest in its ability to provide high quality housing. Frisco is currently what can be termed a highly *livable* community—as promoted by the City itself, Frisco is a highly favored place to *live*, work, play, and grow. The quality of housing is a critical consideration in ensuring that the City maintains and, in future years and with future growth, enhances

Definition of LIVABLE:
1. Fit to live in 2. Worth living.

Definition of LIVE:
1. To conduct ones' existence in a particular manner
2. To pursue a positive, satisfying experience

Source: The American Heritage Dictionary of the English Language



its livability. The following sections, therefore, outline various characteristics of Frisco's housing supply.

HOUSING VALUE

Current housing values are important to examine because they are indicative of what the City can expect its future housing stock to contribute to the economy and aesthetic quality of Frisco. *Table 1-12* contains information on the value of local owner-occupied units for 1990 and 2000. There was a 52 percent decrease in the \$50,000 to \$99,999 category, with almost no numerical growth. The

largest increases in housing value were in the \$100,000 to \$199,999 range. There were also marked increases in houses in the value range of \$200,000 to \$499,999.

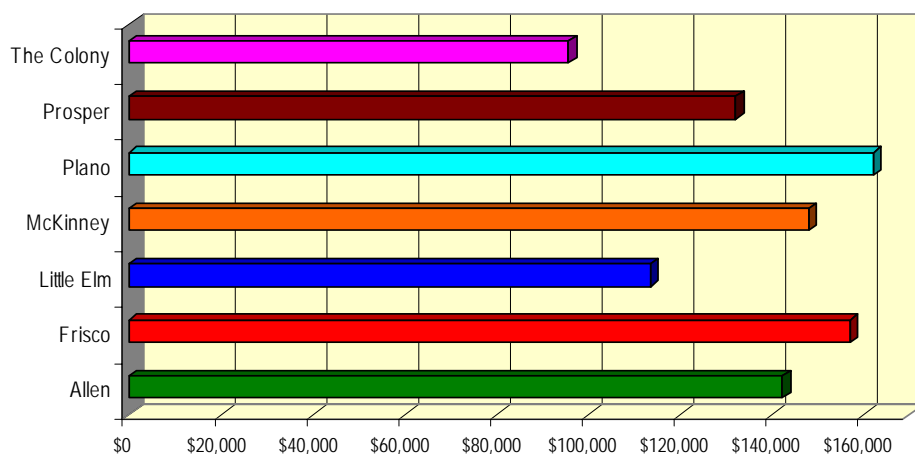
Table 1-12
HOUSING VALUE OF OWNER-OCCUPIED UNITS – 1990 & 2000
City of Frisco, Texas

HOUSING VALUE	1990		2000		Percentage* Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
Less than \$50,000	152	13.9%	108	1.2%	(-)12.7%
\$50,000 to \$99,999	652	59.4%	687	7.3%	(-)52.1%
\$100,000 to \$149,999	123	11.2%	3,333	35.5%	24.3%
\$150,000 to \$199,999	89	8.1%	3,085	32.9%	24.8%
\$200,000 to \$299,999	29	2.6%	990	10.6%	7.9%
\$300,000 to \$499,999	0	0.0%	647	6.9%	6.9%
\$500,000 to \$999,999	52	4.7%	402	4.3%	(-)1.9% (average)
\$1,000,000 or more			125	1.3%	
Total	1,097	100.0%	9,377	100.0%	n/a
Median Housing Value	\$80,000.00		\$157,200.00		\$76,300.00

Source: U.S. Census

Note: The 1990 Census did not include the category \$1,000,000 or More; the highest category was \$500,000 or More.

Figure 1-9
MEDIAN HOUSEHOLD VALUE - 2000
City of Frisco, Texas & Surrounding Cities



The median value of housing in each of the surrounding cities is shown in *Figure 1-9*. Plano has the highest median value at just over \$160,000, with Frisco just below that at approximately \$157,000. The lowest medians are found in Little Elm and The Colony, at approximately \$114,000 and \$96,000, respectively.



HOUSING TYPE

A variety of housing types is important to communities because such variety is one of the key ways to provide living options that appeal to people in all stages of life. Analysis of this factor currently within Frisco will give a basis from which to make recommendations regarding variety of housing types later within this *2006 Comprehensive Plan*.

<p>Table 1-13 HOUSING TYPE (UNITS IN STRUCTURE) – 1990 & 2000 City of Frisco, Texas</p>						
General Type	Specific Description	1990		2000		Percentage Difference Between 1990 & 2000
		Number	Percent	Number	Percent	
Single-Family	1-Unit Detached	1,519	67.1%	10,381	75.8%	8.7%
	1-Unit Attached	188	8.3%	324	2.4%	(-)5.9%
Townhome or Duplex	2 Units ⁽¹⁾	197	8.7%	204	1.5%	(-)5.9%
Triplex or Quadriplex	3 or 4 Units ⁽¹⁾			177	1.3%	
Multiple-Family	5 to 9 Units	58	2.6%	441	3.2%	0.7%
	10 to 19 Units ⁽²⁾	49	2.2%	1,169	8.5%	13.8%
	20 or More Units ⁽²⁾			732	5.3%	
Manufactured Home	Mobile Home ⁽³⁾	252	11.1%	264	1.9%	(-)9.2%
Total		1,097	100.0%	9,377	100.0%	n/a
<p>Source: U.S. Census</p> <p>⁽¹⁾ In the 1990 U.S. Census, there was one category called <i>2 to 4 Units</i>.</p> <p>⁽²⁾ In the 1990 U.S. Census, there was one category called <i>10 or More Units</i>.</p> <p>⁽³⁾ Also includes boats, RVs, and vans, according to the U.S. Census; there were none counted in 2000.</p>						

Table 1-13 contains this information on Frisco's mix of housing types as reported by the U.S. Census in 1990 and 2000. Perhaps the most significant piece of information from the table is the number of detached single-family units that were constructed in the 1990s, especially compared to other housing types. There were almost 9,000 units constructed, making this type of housing account for almost 76 percent of the total units in Frisco. A large number of multiple-family units were also constructed, although compared to single-family detached, the number was relatively low. There were only a nominal number of additional manufactured home units counted in the 2000 Census, resulting in an overall percentage decrease of over nine percent in this type of housing.

Surrounding cities and their respective housing type percentages are shown in Table 1-14 (page 1.21). The highest percentage within each type is shown in bold text. Comparatively, Frisco has a positive variety of housing types. The city of McKinney is the closest to Frisco in terms of percentages. However, Frisco has a slightly reduced percentage of multiple-family units and manufactured home units than does McKinney.



Table 1-14
HOUSING TYPE (UNITS IN STRUCTURE) – 2000
City of Frisco, Texas & Surrounding Cities

General Type	Specific Description	Allen	Frisco	Little Elm	McKinney	Plano	Prosper	The Colony
Single-Family	1-Unit Detached	87.1%	75.8%	60.9%	73.2%	69.0%	86.9%	92.0%
	1-Unit Attached	0.8%	2.4%	0.9%	1.4%	1.9%	1.4%	3.8%
Townhome or Duplex	2 Units	0.2%	1.5%	0.2%	2.0%	0.4%	0.0%	0.3%
Triplex or Quadriplex	3 or 4 Units	0.5%	1.3%	0.3%	3.3%	3.3%	2.6%	0.1%
Multiple-Family	5 to 9 Units	1.5%	3.2%	1.1%	4.2%	7.5%	1.5%	0.3%
	10 to 19 Units	1.8%	8.5%	0.2%	5.1%	6.2%	0.0%	2.3%
	20 or More Units	7.5%	5.3%	0.9%	8.5%	10.8%	0.0%	0.8%
Manufactured Home	Mobile Home*	0.5%	1.9%	35.5%	2.4%	0.7%	7.6%	0.4%
Total Number of Units		15,249	13,692	1,297	19,423	86,107	735	8,836

Source: U.S. Census

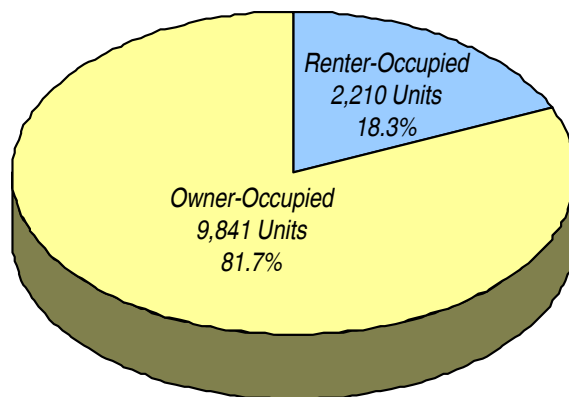
*Also includes boats, RVs, and vans.

RENTER-OCCUPIED & OWNER-OCCUPIED HOUSING

Knowledge of the number of renter- and owner-occupied housing units within Frisco allows for the analyses of two primary elements. First, is what the City can expect in the future in terms of the maintenance of housing; owner-occupied housing units tend to be better maintained than are renter-occupied units. Second, is the general affordability of housing within Frisco; if there are not enough renter-occupied units, there may be a deficiency in affordable housing in the City.

Figure 1-10 at the right shows the renter- and owner-occupied information for Frisco according to the 2000

Figure 1-10
RENTER- & OWNER-OCCUPIED UNITS - 2000
City of Frisco, Texas



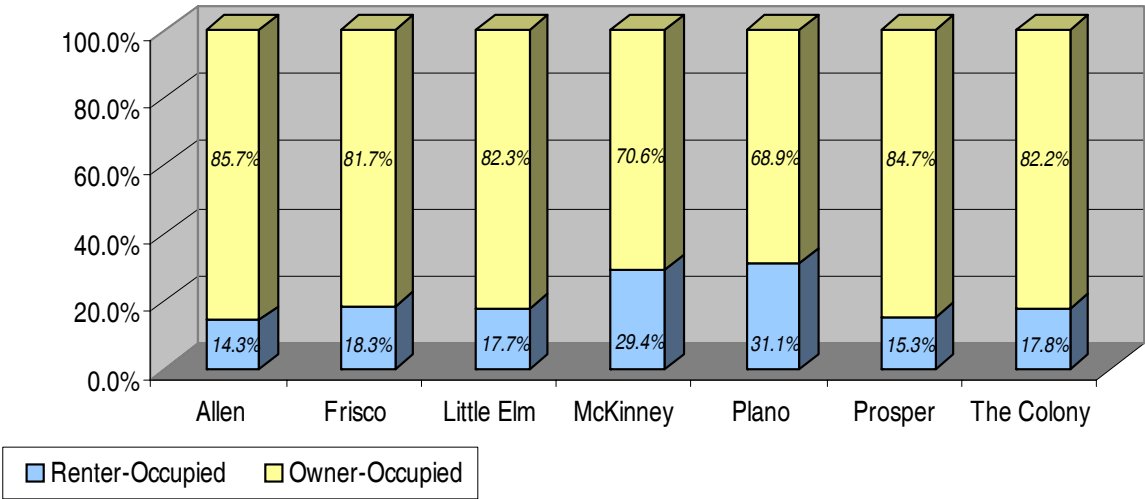
Census. The information shows that the City has a healthy mix of units, with just over 80 percent owner-occupied and just over 18 percent renter-occupied. The figure also likely indicates that people who desire to find a rental unit within the City are able to do so.

Figure 1-11 contains the percentage comparisons of renter- and owner-occupied units for Frisco and the surrounding cities. Only percentages have been included because they are more indicative of the actual mix of renter- and owner-occupied units within each city than are numerical figures. Plano contains the highest number of occupied units by far, and therefore, the most renter- and owner-occupied units. However, in reviewing Figure 1-11, it is apparent that McKinney and Plano both contain the largest percentage of renter-occupied units. Allen has the lowest percentage of such units at just over 14 percent. Frisco comparatively is in the middle-range of the group in terms of percentage of renter-occupied units; it is less than two of the cities, but more than four of them.



Multiple-Family Development in Frisco

Figure 1-11
RENTER- & OWNER-OCCUPIED UNITS - 2000
City of Frisco, Texas & Surrounding Cities





PROPERTY VALUATION

The value of local residential property is an important factor for all cities to consider, including Frisco. Single-family housing valuation within Frisco impacts City services, City staffing levels, and the like. Residential property tax contributes greatly to the overall tax revenue Frisco is able to attain. This is one of the primary reasons that housing values, discussed previously within the *Snapshot*, are an important municipal consideration. *Table 1-15* shows the difference between Frisco and its surrounding cities based on cities that have closely correlated average valuations. *Figure 1-12* shows the respective average valuation for Frisco and surrounding cities for the year 2004.

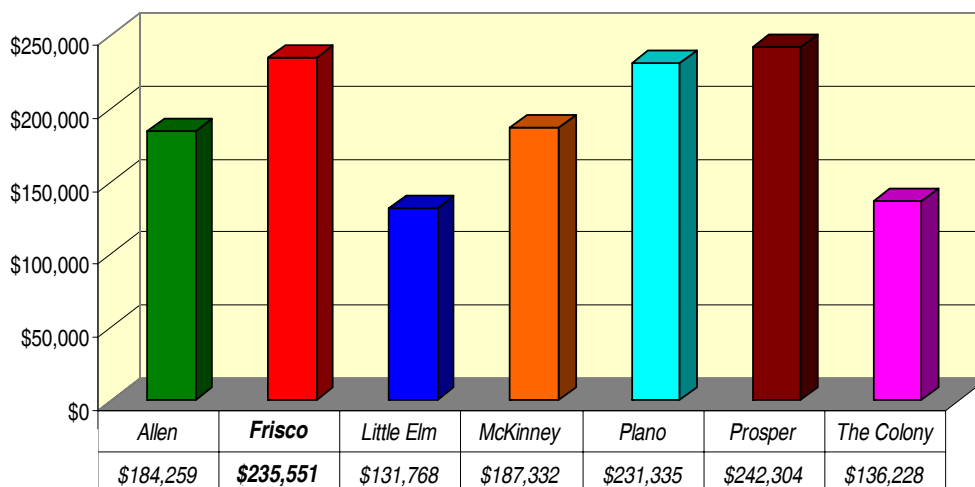
Frisco's average residential property valuation is approximately \$235,550, which is second only to Prosper with an average valuation of approximately \$242,300. These two cities are extremely close to one another in terms of valuations, as well as to the city of Plano, which has an average home valuation of \$231,335. These three cities are within \$11,000 of each other, which is interesting considering the number of homes in each city that were used to obtain these averages.

Table 1-15
DIFFERENCE BETWEEN CITIES IN
AVERAGE SINGLE-FAMILY VALUATION – 2004
City of Frisco, Texas & Surrounding Cities

CITIES	AVERAGE OF CITIES' AVERAGE VALUATIONS	Value Difference
Prosper, Plano, & Frisco	\$236,397	—
McKinney & Allen	\$185,796	\$50,601
The Colony & Little Elm	\$133,998	\$51,798

*Sources: Collin County Appraisal District - Allen, Frisco, McKinney, Plano and Prosper
Denton County Appraisal District - Little Elm and The Colony*

Figure 1-12
AVERAGE SINGLE-FAMILY HOME VALUATIONS - 2004
City of Frisco, Texas & Surrounding Cities



*Sources: Collin County Appraisal District - Allen, Frisco, McKinney, Plano and Prosper
Denton County Appraisal District - Little Elm and The Colony*



Allen and McKinney were also comparable in their respective average home valuations. McKinney was approximately \$3,000 above Allen’s average, and both were around an average valuation of \$186,000. Little Elm and The Colony had the lowest valuations of all of these cities, at \$131,768 and \$136,228, respectively. Interesting to note is the fact that these three “clusters” of home valuations are each separated by approximately \$50,000. *Table 1-15* shows this numerically. *Figure 1-12* (page 1.23) also shows these “clusters.”

Tax Revenue

Cities generally have two main sources of revenue—property taxes (also referred to as ad valorem taxes) and sales taxes. This is one of the primary reasons that it is important for communities to maintain a balance of residential and nonresidential development. Residential development provides property tax revenue, but often not in an amount equal to what municipalities expend to provide quality services to residential areas, such as water and wastewater services, as well as for citizens themselves, such as library, police, and fire services. Nonresidential development, specifically retail, also provides property tax, but much more significant is the sales tax revenue nonresidential development provides.

Table 1-16 provides information on revenue sources for Frisco and its surrounding communities for the 2004 fiscal year. The percentages of revenue gained from property taxes and sales tax vary greatly from one city to another. Frisco’s property and sales tax percentages are relatively balanced, with slightly more revenue gained from property taxes. The City’s percentages are closer than any other community in the table. Notably, the only surrounding city with more sales tax revenue than property tax revenue is Prosper.

Table 1-16 REVENUE SOURCES – FISCAL YEAR 2003-2004 City of Frisco, Texas & Surrounding Cities						
REVENUE SOURCES	Allen		Frisco		McKinney	
	Amount	Percent	Amount	Percent	Amount	Percent
Property Taxes	\$16,201,630	46.9%	\$14,415,052	32.2%	\$23,955,000	47.8%
Sales Taxes	\$7,225,000	20.9%	\$13,137,975	29.4%	\$8,194,138	16.3%
Other ⁽¹⁾	\$11,154,872	32.3%	\$17,198,781	38.4%	\$17,984,537	35.9%
Total Revenue	\$34,580,902	100.0%	\$44,749,808	100.0%	\$50,133,675	100.0%
REVENUE SOURCES	Plano		Prosper		The Colony	
	Amount	Percent	Amount	Percent	Amount	Percent
Property Taxes	\$58,751,685	37.1%	\$559,640	29.7%	\$8,226,891	63.5%
Sales Taxes	\$49,602,196	31.3%	\$612,636	32.5%	\$2,095,000	16.2%
Other ⁽¹⁾	\$49,884,277	31.5%	\$714,123	37.9%	\$2,626,389	20.3%
Total Revenue	\$158,238,15	100.0%	\$1,886,399	100.0%	\$12,948,280	100.0%
Sources: Each respective city’s website. For Frisco, via fax from the Planning and Development Services Department. Note: Information for the 2004 fiscal year was not available for the Town of Little Elm. ⁽¹⁾ Other revenue sources may include franchise taxes, permitting fees, fines, etc.						



Natural Resources

The City of Frisco has been dedicated to increasing the livability and sustainability of its community through planning. Planning for and preserving natural resources has been important to Frisco, as evidenced in previous comprehensive plans and other various reports, such as the City's *Riparian and Wetland Assessment* that was completed in 2003. Through these reports and continuing efforts by Frisco, progress has been made to ensure that the natural resources of the City are managed properly and for the benefit of future generations. Examples of this include the *Major Creek Ordinance* and the *Green Building Programs* detailed within the *Current City Initiatives* section of the *Snapshot*. The images included within this section identify significant natural resources that have been documented by the City in previous reports. They are acknowledged here due to their value to the planning process and general development pattern of the City.

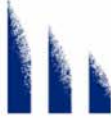
Resources Considered

TOPOGRAPHY & SLOPES

For the most part, the topography of Frisco is level to gently rolling. The most noticeable topographical feature is Preston Ridge, which generally follows Preston Road and is the divide of the East and Elm Forks of the Trinity River. Preston Ridge represents the area of highest elevation in the City at approximately 800 feet above sea level. Conversely, the lowest sites are located on the City's western edge along Lake Lewisville at approximately 500 feet above sea level. *Plate 1-2* (page 1.26) shows the varying topography of Frisco, along with areas of significant slopes, which are considered to be those with slopes of eight percent or greater.

SOILS

The soils of North Texas generally have significant clay content with high shrink-swell potential. The obstacles to building posed by such soils can be overcome with proper engineering. Therefore, most soils in the City are suitable for development purposes. However, a small portion of the City's soils that are less suitable for development (i.e., have higher construction costs) are for the most part associated with steep slopes, lie along creek beds, or have other similar constraints. This is especially true for areas west of the railroad, which are comprised of an underlying Eagle Ford Shale geology that affects localized soils. The presence of Eagle Ford Shale, which contains a high amount of clay, can pose increased challenges for development because of its instability due to expansive clay soils. *Plate 1-3* (page 1.27, following *Plate 1-2*) shows the various soil types within Frisco and its extraterritorial jurisdiction (ETJ), and shows those that are least developable with a black-and-yellow hatch pattern.



City of Frisco, Texas

Topography and

Slopes in Frisco

Legend

Topography Elevation

- 460 - 550
- 551 - 600
- 601 - 650
- 651 - 710
- 711 - 800

Areas less suitable
for Development

- Frisco City Limits
- Frisco ETJ
- County Line

Plate 1-2

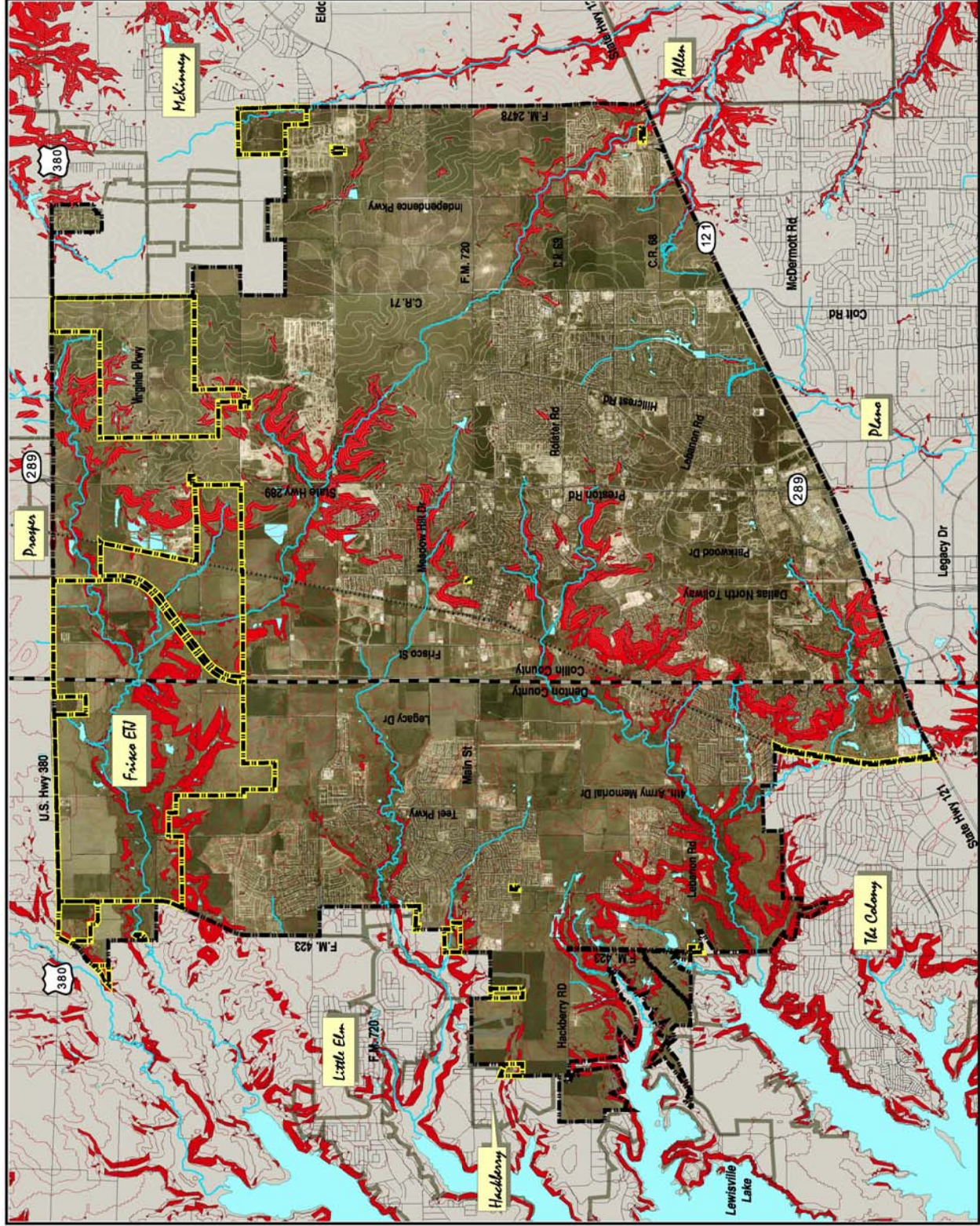
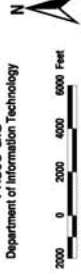
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City of Frisco, Texas Floodplains and Wetlands in Frisco

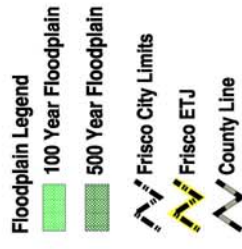
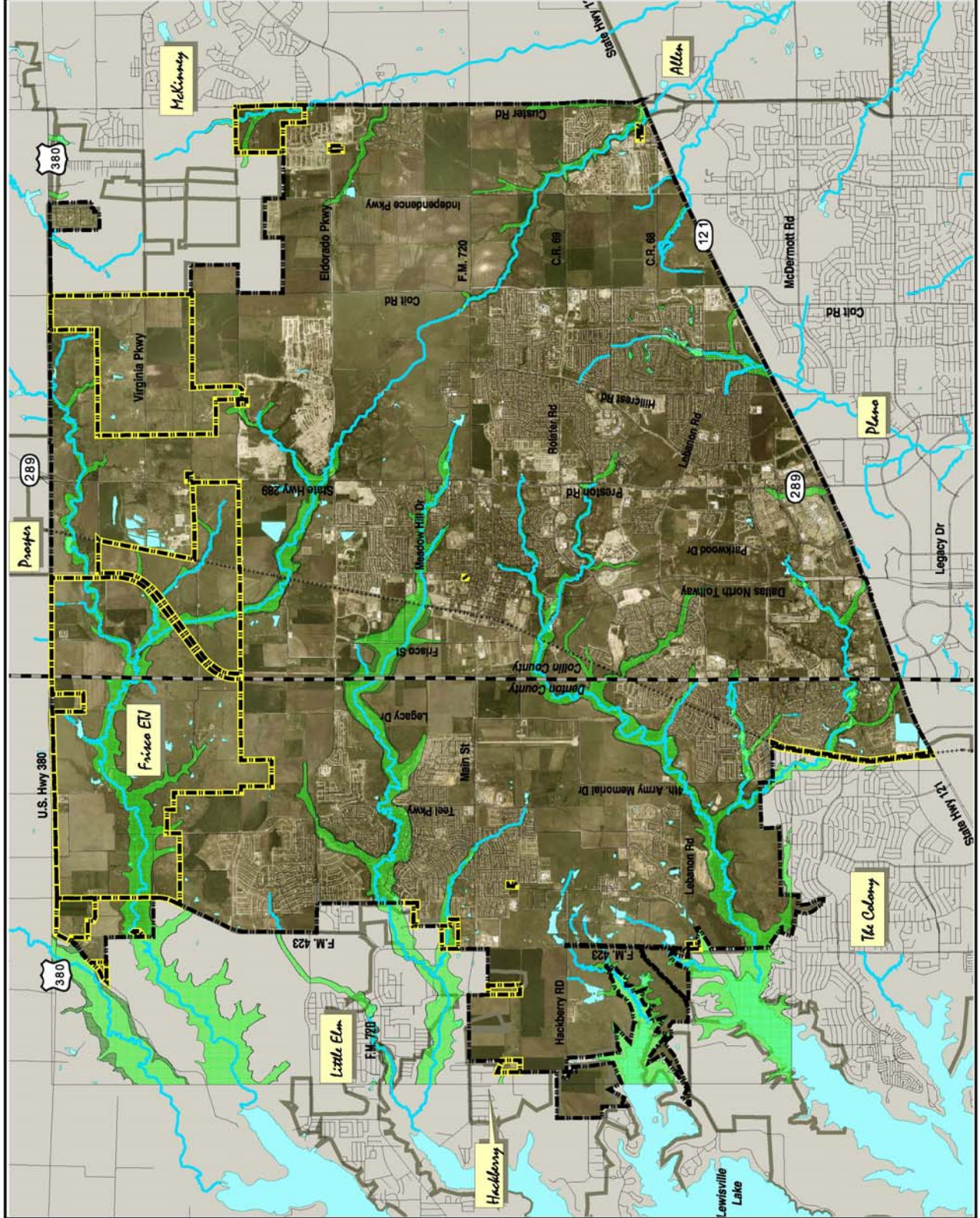
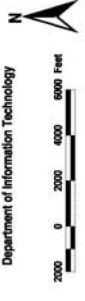


Plate 1-4

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FLOODPLAINS AND WETLANDS

The terms “floodplain” and “wetland” are often used interchangeably. However, although they may be found in overlapping land areas, they are different based on their basic definition and their land use implications. A floodplain can be defined as any land area that is susceptible to being inundated by flood waters.¹⁻⁷ A wetland can be defined as an area that contains “1) water or saturated soils, 2) plants that have adapted to life in wet environments, and 3) special soils that develop under depleted oxygen conditions.”¹⁻⁸ Wetlands represent important ecosystems that help purify polluted waters, minimize flooding, and replenish groundwater resources.¹⁻⁹ Floodplains and wetlands are both important to preserve not only because of their significant contributions to the general public’s health, safety, and welfare, but also because of the important role they play in the balance of the natural environment. Within Frisco and its ETJ, “the soils, topography, and climate generally limit the distribution of wetlands to floodplain areas along stream courses.”¹⁻¹⁰ Plate 1-4 on the previous page shows the locations of these natural resources areas within Frisco.

SENSITIVE HABITATS¹⁻¹¹ & TREE COVERAGE AREAS

In Frisco’s *2000 Millennium Plan*, an engineering and environmental services contractor, Geo-Marine, Inc. (GMI), identified local sensitive habitats. From this information, it was also noted within the Plan that sensitive habitats also generally have mature trees, provide desirable vistas, and are commonly found in association with floodplains and wetlands.

In terms of tree coverage, Frisco has shown its dedication to keeping the City natural with its *Tree Preservation Requirements* regulations (see *Current City Initiatives* section). The City was also recently named a “Tree City USA” as a result of this commitment. It is reasonable, therefore, to acknowledge the heavily treed areas that remain within Frisco, and identify them as less suitable for development than those that do not have significant tree coverage.¹⁻¹² Plate 1-5 (page 1.30) shows both identified sensitive habitats and areas with substantial tree coverage.

¹⁻⁷ FEMA Website, Flood Insurance Definitions link, ADDRESS: <http://www.fema.gov/nfip/19def2.shtm>

¹⁻⁸ Texas Parks & Wildlife Department. *Wetlands Assistance: Guide for Landowners. Texas Wetlands, A Vanishing Resource*, Page 7.

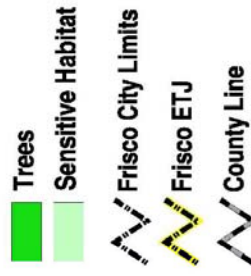
¹⁻⁹ Ibid.

¹⁻¹⁰ Geo-Marine, Inc. (GMI). City of Frisco, Texas - Final Riparian and Wetland Assessment. Volume IV: Criteria for Evaluating Wetland Functions. September 2003, page IV-2.

¹⁻¹¹ City of Frisco *2000 Millennium Plan*, p. 38.

¹⁻¹² City of Frisco Website, Mayor’s Message in Focal Point Newsletter, February 2005 - http://www.ci.frisco.tx.us/pio/focal_point/newsletter_feb05_pg1.htm



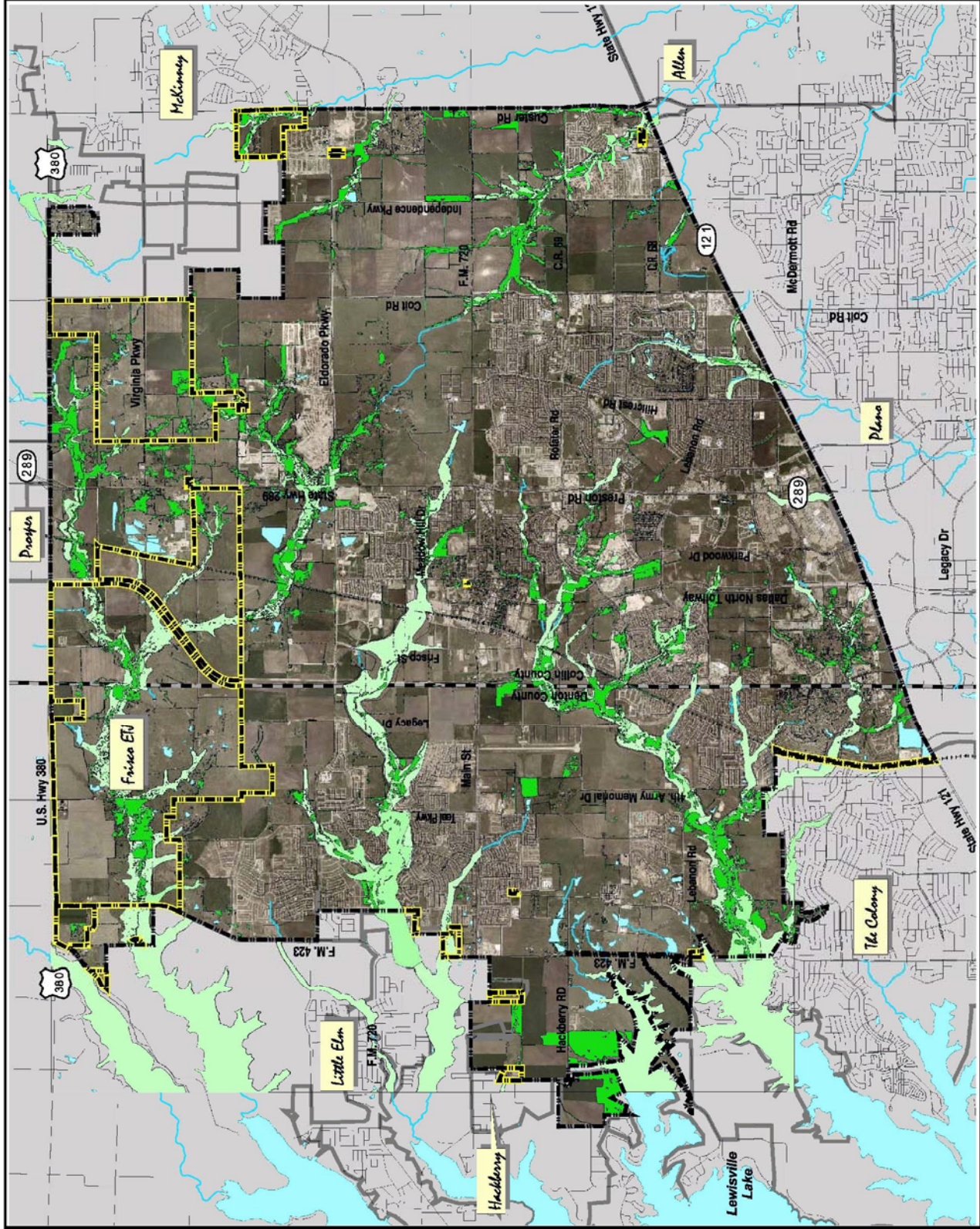
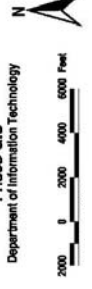


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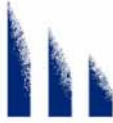




Prime Developable Areas

Although technology and engineering today allow for development under almost any conditions, there are areas that are better suited to simply being left in a natural state, such as those with heavy tree coverage, wetlands, sensitive habitats, etc. *Plate 1-6* (page 1.32), therefore, shows the areas of Frisco that are considered the prime developable areas. Generally, these areas correlate to those with no known constraints related to natural resources.





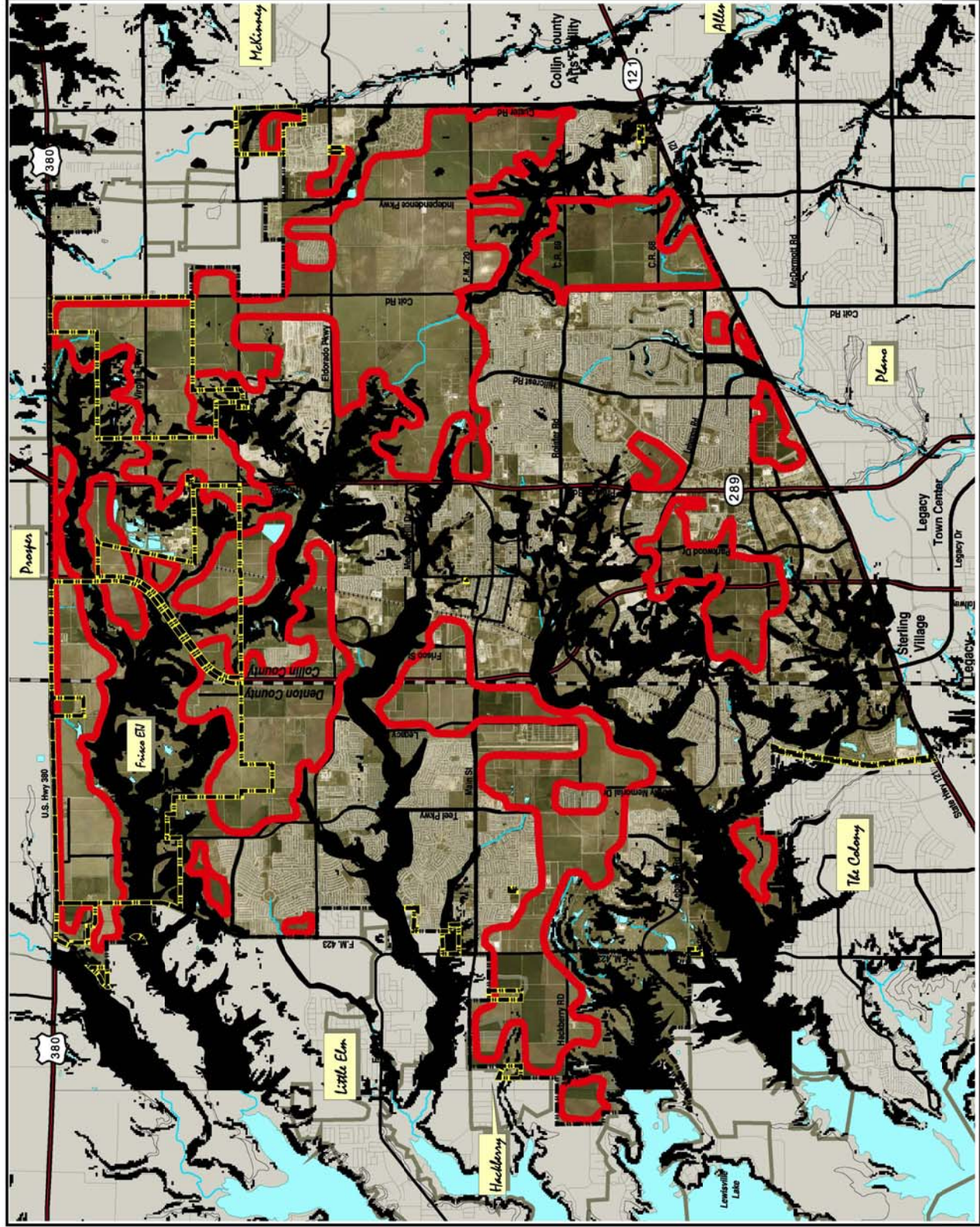
City of Frisco, Texas

Prime Developable Areas

- Prime Development Areas
- Areas Less Suitable for Development
- Frisco City Limits
- Frisco ETJ
- County Line

Plate 1-6

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Development Patterns & Trends

Frisco’s rapid population growth experienced during the 1990s and continuing today has been discussed previously within the *Snapshot of the City*. Now the discussion turns to the way in which Frisco has grown in terms of development. How has the development of residential and non-residential uses, occurring at various points in time, impacted the City, and what might the future hold as Frisco approaches its build-out configuration? This section of the *Snapshot* discusses these elements of the City’s built environment.

Historical Development Patterns



Quality Residential Development in Frisco

CITY GROWTH OVER TIME

Plate 1-7 (page 1.34) shows the way in which Frisco has developed over time for both residential and non-residential development. The plate shows that the vast majority of the City’s development has occurred since 1980. The development that did take place prior to 1980 was generally concentrated around the City’s historic downtown area. The

Table 1-17

TIMING OF DEVELOPMENT – 1925-2004

City of Frisco, Texas

YEAR OF DEVELOPMENT	PERCENTAGE OF DEVELOPMENT DURING EACH TIME PERIOD
1925-1950	0.2%
1951-1960	0.2%
1961-1970	0.4%
1971-1980	3.0%
1981-1990	8.2%
1991-2000	38.7%
2001-2004	49.3%

Sources: Frisco GIS Department of Information Services – Mapping Information

Dunkin, Sefko & Associates, Inc. – Analysis

NOTE: This table reflects development within the City of Frisco only, and not within the City’s ETJ.

exception to this occurs with a few residential developments in the outer areas of town. In the 1980s development accelerated, as shown by the respective colors for residential and non-residential on Plate 1-7.

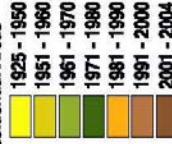
Another way to analyze the breakdown of when development occurred is by reviewing the information in Table 1-17. Based on the total amount of land area that is currently developed, nearly 90 percent was developed in the last 15 years. Development that occurred between 1925 and 1979 accounted for less than four percent. This development information is consistent with the population growth analyses contained within the *Demographic & Socio-Economic Analysis* section of this *Snapshot*.



City of Frisco, Texas Development Patterns Over Time

Time of Development

Residential Areas



Non-Residential Areas

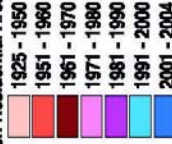
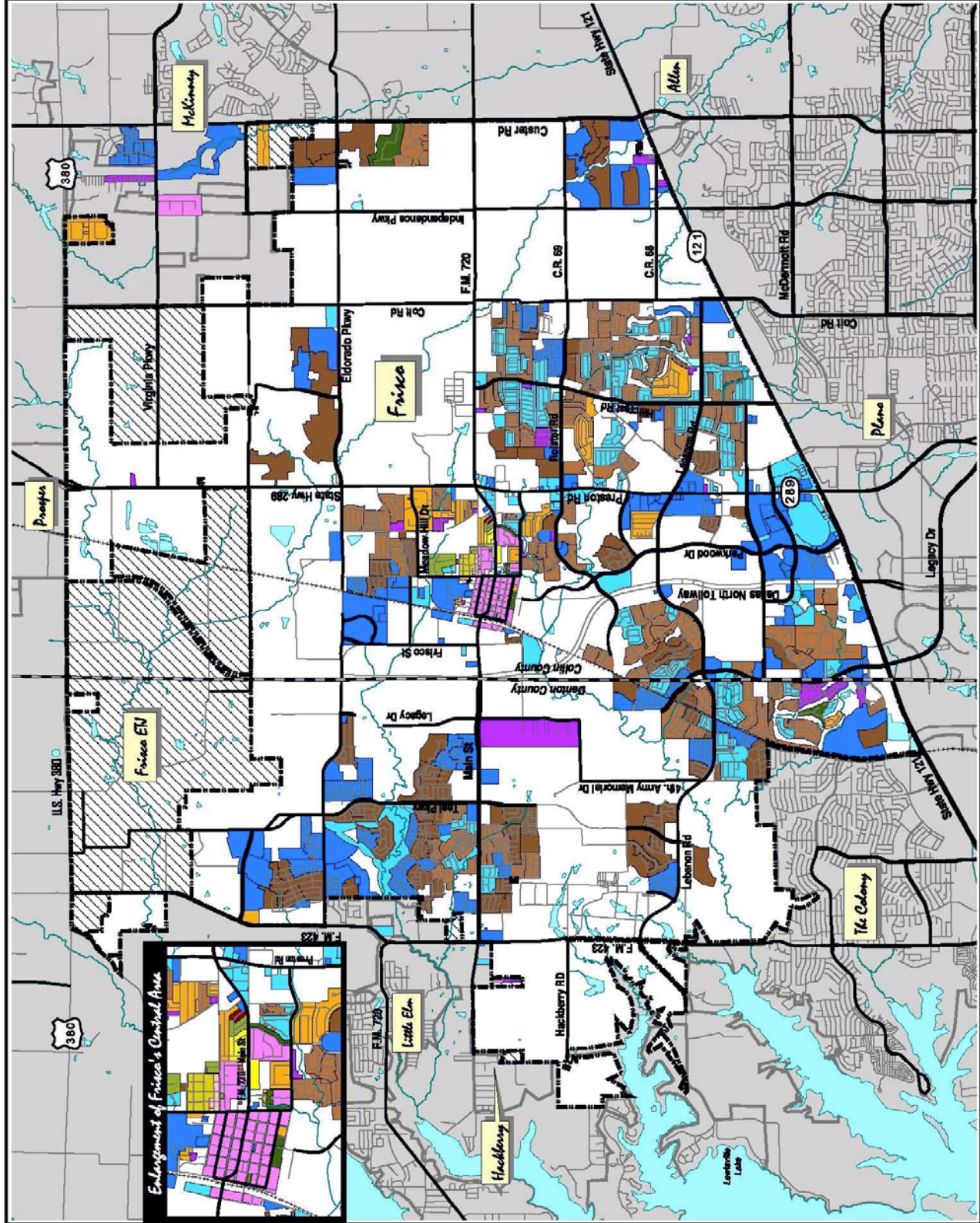


Plate 1-7

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Development Patterns in the 1990s

In anticipation of the population growth that occurred in the 1990s, the City completed a Comprehensive Plan in 1990. Then, in response to this growth, another plan was completed in 2000. The 2000 plan is referred to as the City's *Millennium Plan*. These long-range, proactive planning documents effectively guided City policy during those years of high growth. The type of development that occurred during the 1990s was what may be referred to as typical suburban development, although City leaders and staff closely monitored the quality of development to ensure that the built environment in Frisco was the best it could be. Frisco carefully fostered a reputation for this high quality, and people and businesses flocked to the City.

The difference between the amount of developed land between 1990 and 2000 can be seen in *Image 1-1* and *Image 1-2* on pages 1.36 and 1.37, respectively. These images show the developed areas in Frisco in 1990 and 2000 based on the respective comprehensive plans completed for Frisco in each of those years. They show existing land use information that was compiled at the beginning of the planning processes, along with an overlaid red color that shows concentrated areas of development in each. As expected from the demographic and development analyses previously within this *Snapshot*, several defined areas were developed between 1990 and 2000, and the historic downtown area had expanded. There is a great visual difference in the amount of developed area between the two patterns that existed in 1990 and 2000.

Table 1-18 at the right contains further evidence of the rapid development in the late 1990s. From the table, it is apparent that residential development has been especially rapid in comparison to non-residential, with over 1,000 permits issued in every year except for 1995 for single-family and for 1995 and 1996 for multiple-family. More multiple-family permits were issued in 1998 than in any other year. The largest number of single-family and non-residential permits in any of these years, however, was issued in 1999.

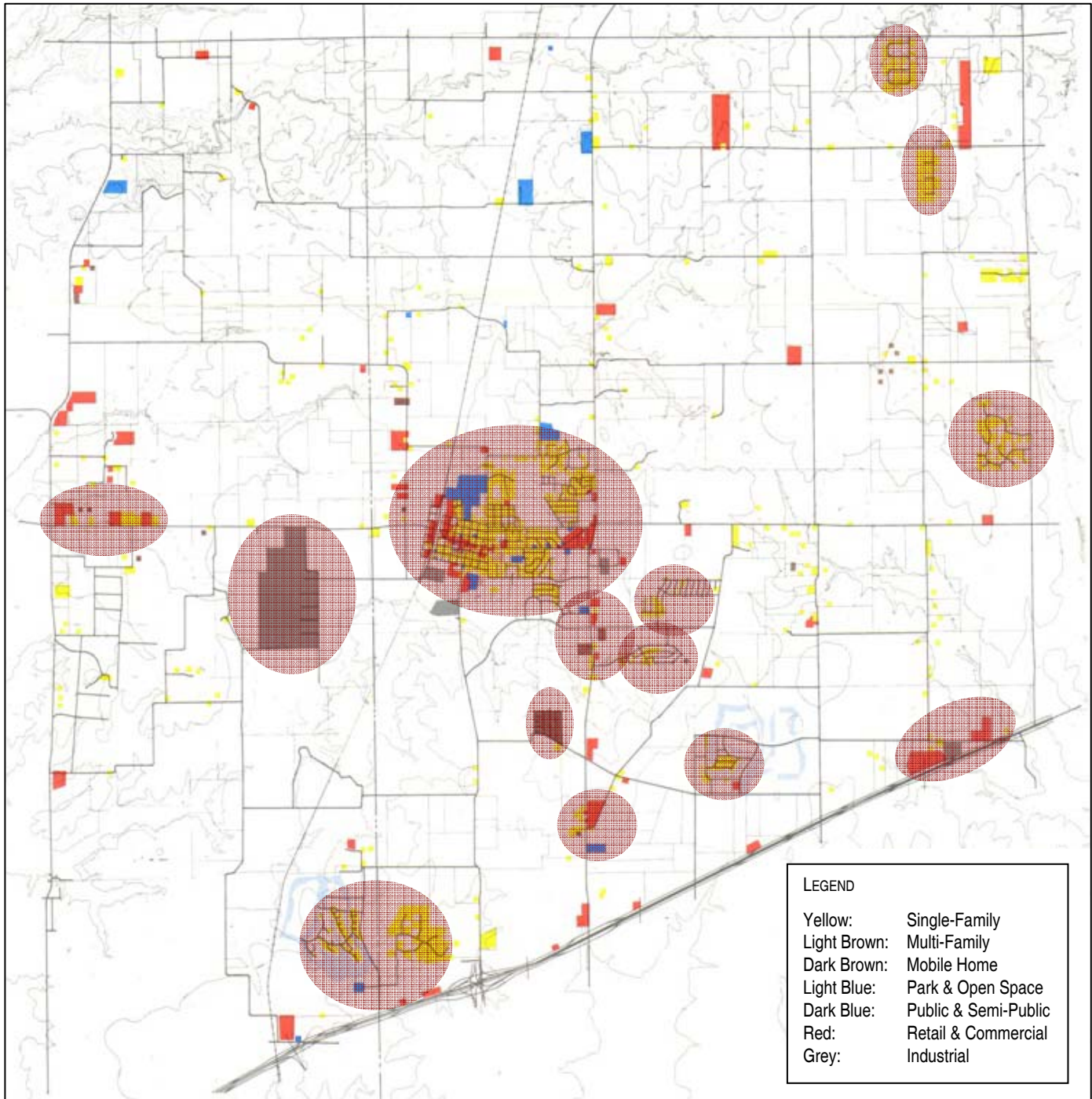
Table 1-18
BUILDING PERMITS ISSUED – 1995-1999
City of Frisco, Texas

Year	Single-Family	Multiple-Family	Non-Residential	TOTAL	PERCENTAGE OF TOTAL
1995	910	6	8	924	9.3%
1996	1,112	—	17	1,129	11.3%
1997	1,189	1,141	23	2,353	23.6%
1998	1,282	1,493	18	2,793	28.0%
1999	1,710	1,020	43	2,773	27.8%
Total	6,203	3,660	109	9,972	100.0%
Average Per Year	1,241	732	22	1,994	n/a

Source: City of Frisco Planning and Development Services Department



Image 1-1
PATTERNS OF DEVELOPMENT DOCUMENTED IN THE CITY'S 1990 COMPREHENSIVE PLAN

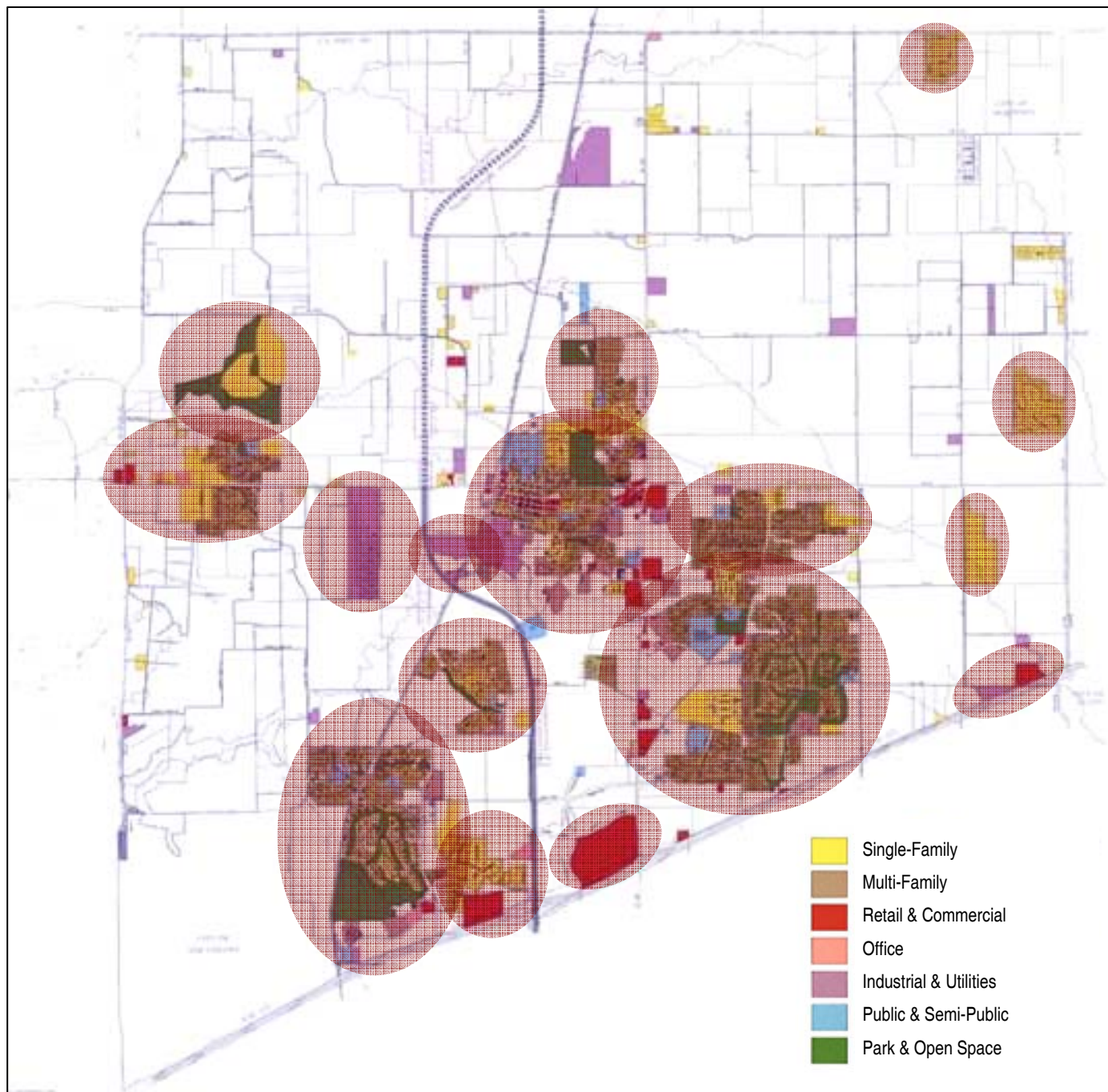


Source: City of Frisco Comprehensive Plan, 1990, Existing Land Use Map, Plate 2. Patterns Added for Snapshot



Image 1-2

PATTERNS OF DEVELOPMENT DOCUMENTED IN THE CITY'S 2000 MILLENNIUM PLAN



Source: City of Frisco Millennium Plan, 2000, Existing Development, Figure 3-5. Patterns Added for Snapshot



Recent Development – 2000 to 2004

The growth that occurred in the 1990s has actually increased in the new Millennium as evidenced by *Table 1-19*. One notable fact is that non-residential permits greatly increased between 2000 and 2004 compared to the late 1990s, with a total of 344 issued during these years. Also, the number of single-family permits issued between 2000 and 2004 was lowest in 2001, but the number still exceeded 2,000 permits. Another interesting number is the average single-family permits issued in the five years listed—over 2,600

permits. Not many communities in Texas have experienced this amount of growth, **especially on a consistent basis**.

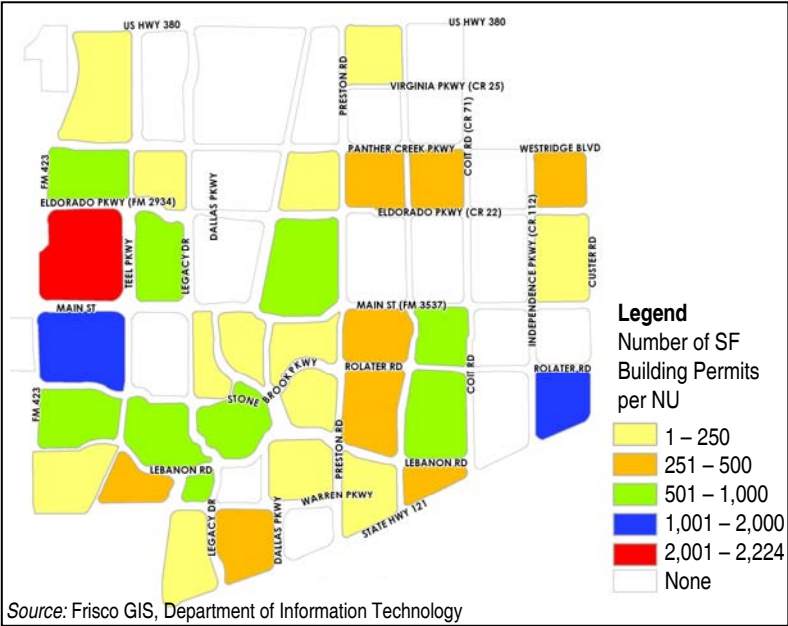
Image 1-3 on the right contains locational information regarding the number of single-family building permits issued between 2000 and 2004. The data is shown by neighborhood units that the City established in conformance with the *2000 Millennium Plan*. Only three areas experienced development at the rate of the two highest categories (refer to the legend), but in several other areas, the City issued between 501 and 1,000 permits. Considering the average household size of 2.78 (*Table 1-11* on page 1.18), this represents a population growth in each of these areas of between approximately 1,400 and 2,780 people.

Table 1-19
BUILDING PERMITS ISSUED – 2000-2004
City of Frisco, Texas

Year	Single-Family	Multiple-Family	Non-Residential	TOTAL	PERCENTAGE OF TOTAL
2000	2,429	87	87	2,603	18.0%
2001	2,023	376	54	2,453	17.0%
2002	2,741	220	68	3,029	21.0%
2003	2,709	106	57	2,872	19.9%
2004	3,389	13	78	3,480	24.1%
Total	13,291	802	344	14,437	100.0%
Average Per Year	2,658	160	69	2,887	<i>n/a</i>

Source: City of Frisco Planning and Development Services Department

Image 1-3
SINGLE-FAMILY PERMIT DISTRIBUTION BY CITY-ESTABLISHED NEIGHBORHOOD UNIT, 2000-2004



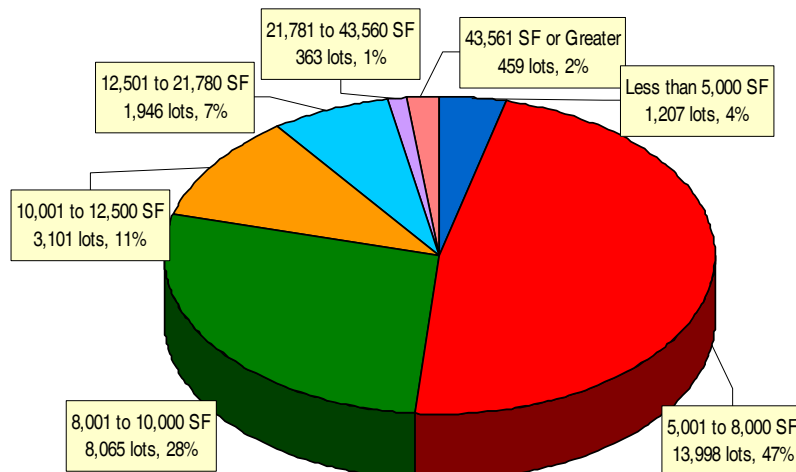


Residential Development – Variety Analysis

Rapid residential development goes hand-in-hand with the population growth that Frisco has experienced in the last few years. Housing type diversity and single-family lot size diversity are important features of a full-life-cycle community. A community must provide housing types sufficient to meet the needs of all residents in all stages of life. As Frisco ages and is no longer on the cutting edge of growth in the Dallas-Fort Worth Metroplex, housing diversity is going to be of paramount importance to ensuring that Frisco remains a community in which people can live, work, play, and grow.

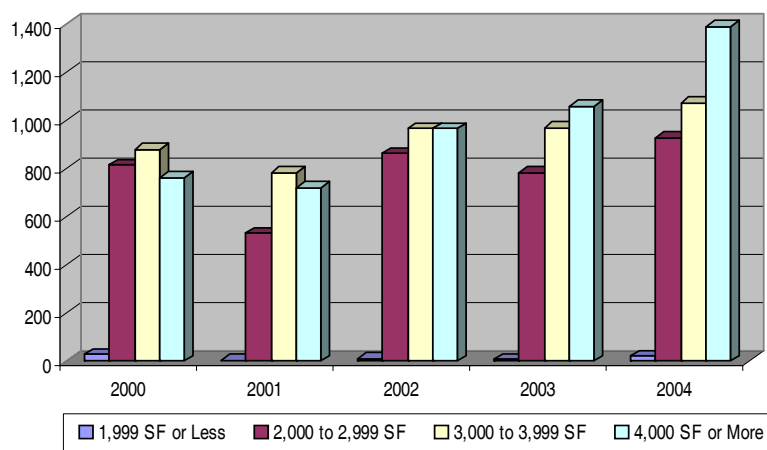
Currently, the City has a variety of lot sizes in relation to single-family development, as evidenced by *Plate 1-8* (next page) and *Figure 1-13*. There are an abundance of developed lots in the range of 5,001 square feet to 10,000 square feet. Notably, lots within this size range account for 47 percent of the developed residential acreage within Frisco. There are also many lots between

Figure 1-13
DEVELOPED SINGLE-FAMILY LOT SIZES - 2005
City of Frisco, Texas



Source: Frisco GIS Department of Information Services (Mapping Information)
Note: SF is an abbreviation for square feet.

Figure 1-14
DEVELOPED SINGLE-FAMILY HOUSE SIZE IN SQUARE FOOTAGE – 2000-2004
City of Frisco, Texas

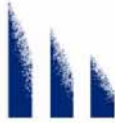


Source: City of Frisco Planning and Development Services Department
Note: SF is an abbreviation for square feet.

8,001 and 10,000 square feet. The City does not have many lots that are either very large or very small. Only three percent of the lots are 21,781 square feet (one-half acre) or larger in size, and only four percent are less than 5,000 square feet.

Another interesting aspect of single-family development to examine is the size of houses being constructed. As with lot size, it is important to provide a diversity of home sizes so that the various needs of those in the market for a home can be adequately met within Frisco. *Figure 1-14* shows a general trend of increasingly large homes being constructed within the City.





City of Frisco, Texas
*Residential
 Development
 Diversity*

Lot Sizes (Square Feet)

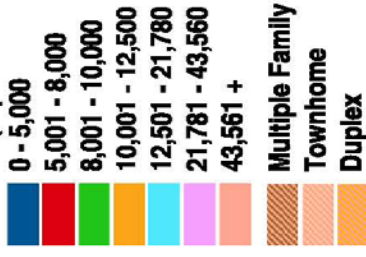


Plate 1-8

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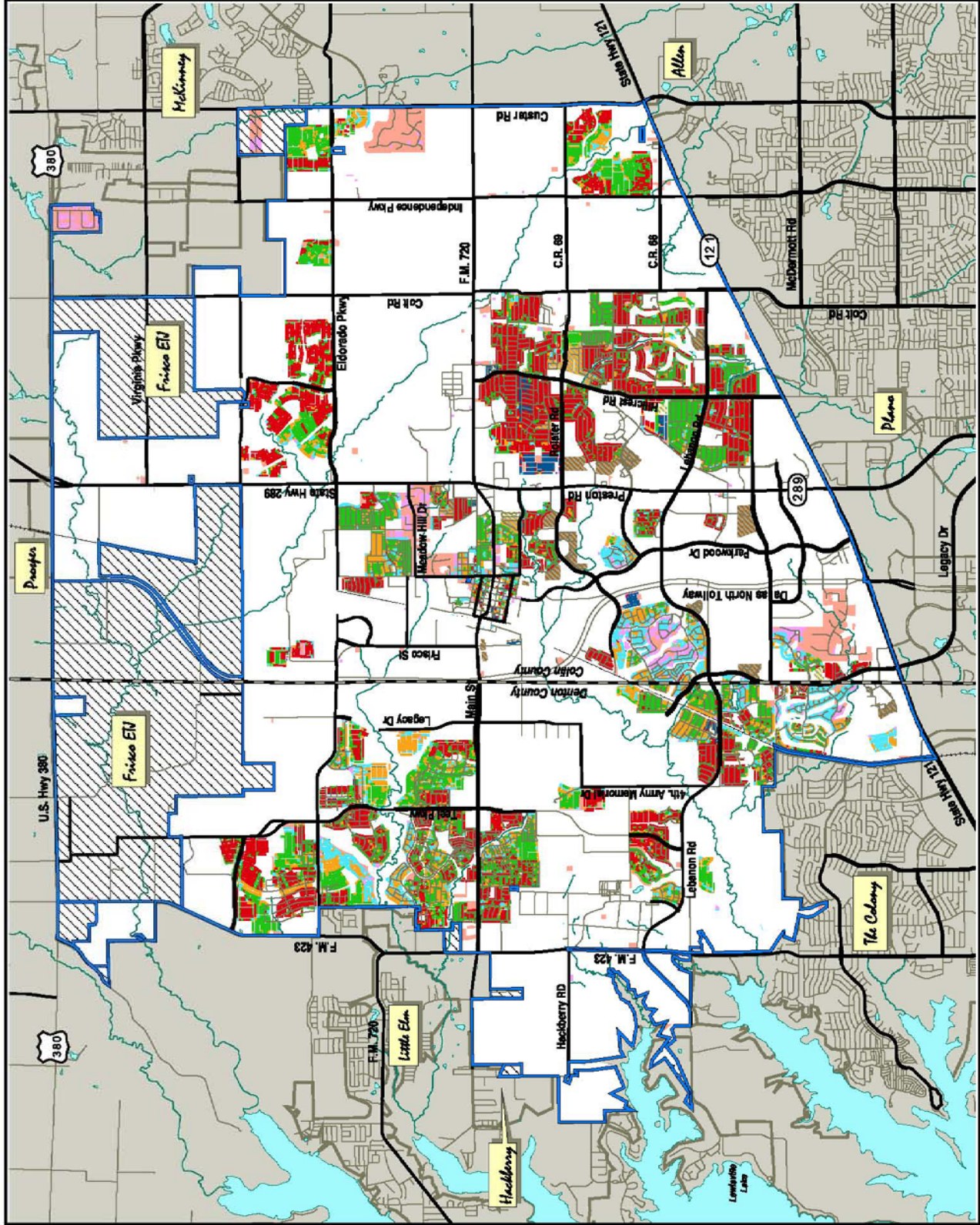
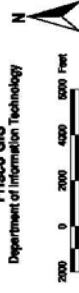
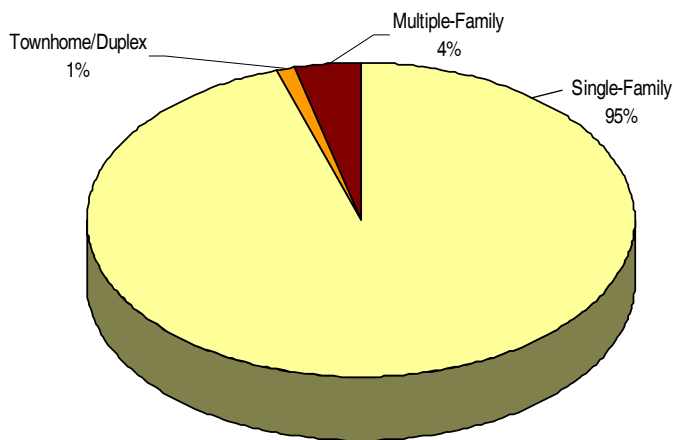




Figure 1-15
RESIDENTIAL DEVELOPMENT BY TYPE - 2004
City of Frisco, Texas



Source: Frisco GIS Department of Information Services (Mapping Information)

Also informative in the examination of residential development is the level of diversity in housing type—that is, the amount of single-family development compared with other types of residential development, such as townhomes/duplexes and multiple-family, within Frisco. As shown in *Figure 1-15* on the left, the City has a low level of housing diversity in terms of housing type. *Plate 1-8* also shows that the percentage of land area that has been developed with townhomes/duplexes is nominal, as is the percentage of multiple-family. This lack of diversity will be further discussed in the land use and housing chapters of this *2006 Comprehensive Plan*.

Emerging Trends – Focus on Mixed Use

In recent years, a trend has been emerging across the United States, a trend that has become well-known in the Dallas-Forth Worth Metroplex. This trend is commonly referred to as “mixed use.” This term refers to an area in which people can live, work, shop, etc. all in one location; such areas are pedestrian-oriented instead of automobile-oriented, and often includes an opportunity to access mass transit. Several locations across the Metroplex have become stellar examples of mixed use developments—Mockingbird Station, Addison Circle, and West Village to name a few. Frisco has more recently recognized the attraction of mixed use areas, as the following examples illustrate.

FRISCO SQUARE

Frisco Square is an area that encompasses 145 acres of land that has the City’s old downtown located to the east, the Dallas North Tollway to the west, Main Street and the Soccer & Entertainment Center to the north, and Platinum Parkway and Stewart Business Park to the south. Frisco Square is intended to provide a concentrated mixture of uses and activity in proximity to the old Downtown. The area already has townhomes and multiple-family uses, and retail, office, and public uses are in the process of



Frisco Square



being developed.¹⁻¹³ Public uses include a new City Hall and Library, and a Senior Center that recently opened. More about the financing of the project can be found within the *City Initiatives* portion of this *Snapshot*.



Frisco Square, September 2004

FRISCO SPORTS AND ENTERTAINMENT COMPLEX

This area is already home to the successful Dr Pepper/Seven Up Ballpark, the City’s minor league baseball stadium, and the Dr Pepper StarCenter, the Dallas Stars’ hockey training facility. This facility is also home to the Texas Tornado junior league hockey team, and home to the Kurt Thomas Gymnastic Center. These sports venues are supplemented with a major retail/public use—a large hotel and City-funded Frisco Convention Center. Retail, office, and multiple-family residential uses are also part of the layout of this complex. More about the financing of the project can be found within the *City Initiatives* portion of this *Snapshot*.



Dr Pepper/Seven-Up Ballpark

Dr Pepper StarCenter

¹⁻¹³ City of Frisco Website, Frisco Facts link, ADDRESS - www.friscotexas.gov



What the Future May Hold

What does all of this information say about the direction in which Frisco is headed? Can development continue to occur in the same way that it has been over the past 15 years, or are there changes on the City's horizon? These questions are addressed in terms of basic observations about current development within the *Housing & Neighborhoods* and *Development Patterns* portions within the *Livability & Sustainability* section of this *Snapshot*. Recommendations on how Frisco can maintain and enhance its livability and sustainability will be included in following chapters of this *2006 Comprehensive Plan*.





City of Frisco, Texas

2006 COMPREHENSIVE PLAN

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Significant Boundaries Related to Frisco

The City & Extraterritorial Jurisdiction

Not only are communities in the Dallas-Fort Worth Metroplex expanding at a rapid rate in terms of population, many are also expanding at a rapid rate in terms of geographic growth. However, due to the close proximity with which cities in the Metroplex are incorporated, geographic growth is often constrained by the boundaries of adjacent cities. This is the case for Frisco—the City will not be able to increase its geographic area beyond its current extraterritorial jurisdiction (ETJ).

The term *ETJ* refers to an unincorporated area that is contiguous to the corporate limits of a city within which the city may annex land, enforce its subdivision regulations, and secure rights-of-way. State law allocates the size of ETJs based on the population size of cities. For example, a city with the population of 50,000 is permitted an ETJ area that is 3.5 miles from its boundaries.

Chapter 42 of the Texas Local Government Code:

The extraterritorial jurisdiction of a municipality is the unincorporated area that is contiguous to the corporate boundaries of the municipality and that is located:

- (1) Within one-half mile of those boundaries, in the case of a municipality with fewer than 5,000 inhabitants;
- (2) Within one mile of those boundaries, in the case of a municipality with 5,000 to 24,999 inhabitants;
- (3) Within two miles of those boundaries, in the case of a municipality with 25,000 to 49,999 inhabitants;
- (4) Within three and one-half miles of those boundaries, in the case of a municipality with 50,000 to 99,999 inhabitants;
- (5) Within five miles of those boundaries, in the case of a municipality with 100,000 or more inhabitants.

As *Plate 1-9* (page 1.46) shows, however, Frisco is bounded on each side of the City limits by adjacent municipalities. These adjacent communities are Prosper, McKinney, Allen, Plano, The Colony, and Little Elm—the same as those used for comparative purposes within the *Demographic & Socio-Economic Analysis* portion of this *Snapshot of the City*. Therefore, Frisco's actual ETJ area is much less than the two miles generally allocated, which is shown on *Plate 1-9*.

This ETJ has been officially set, and is not likely to grow in the future, unless a surrounding city opts to release a portion of its ETJ to Frisco. It should be noted, however, that no area can become incorporated (to become a city) within this ETJ area. Therefore, the area will not decrease in the future unless and until such area becomes part of the City of Frisco.





Legend


 Frisco ETJ County Line

Plate 1-9

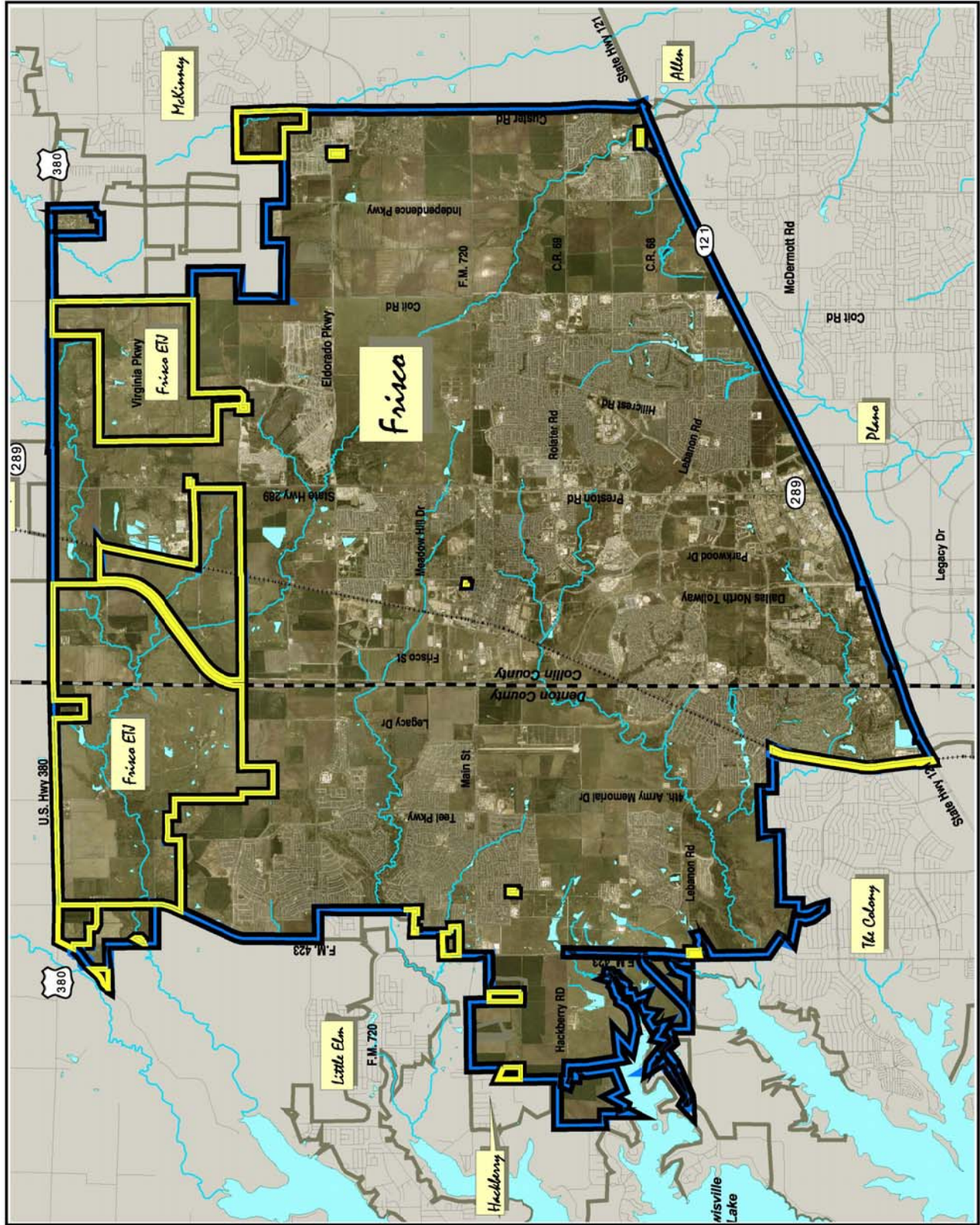
Dunkin Sefko & Associates, Inc.
Urban Planning Consultants

Townscape, Inc.

Kimley-Horn and Associates, Inc.

Frisco GIS

FRISCO GIS
Department of Information Technology





The Frisco Independent School District

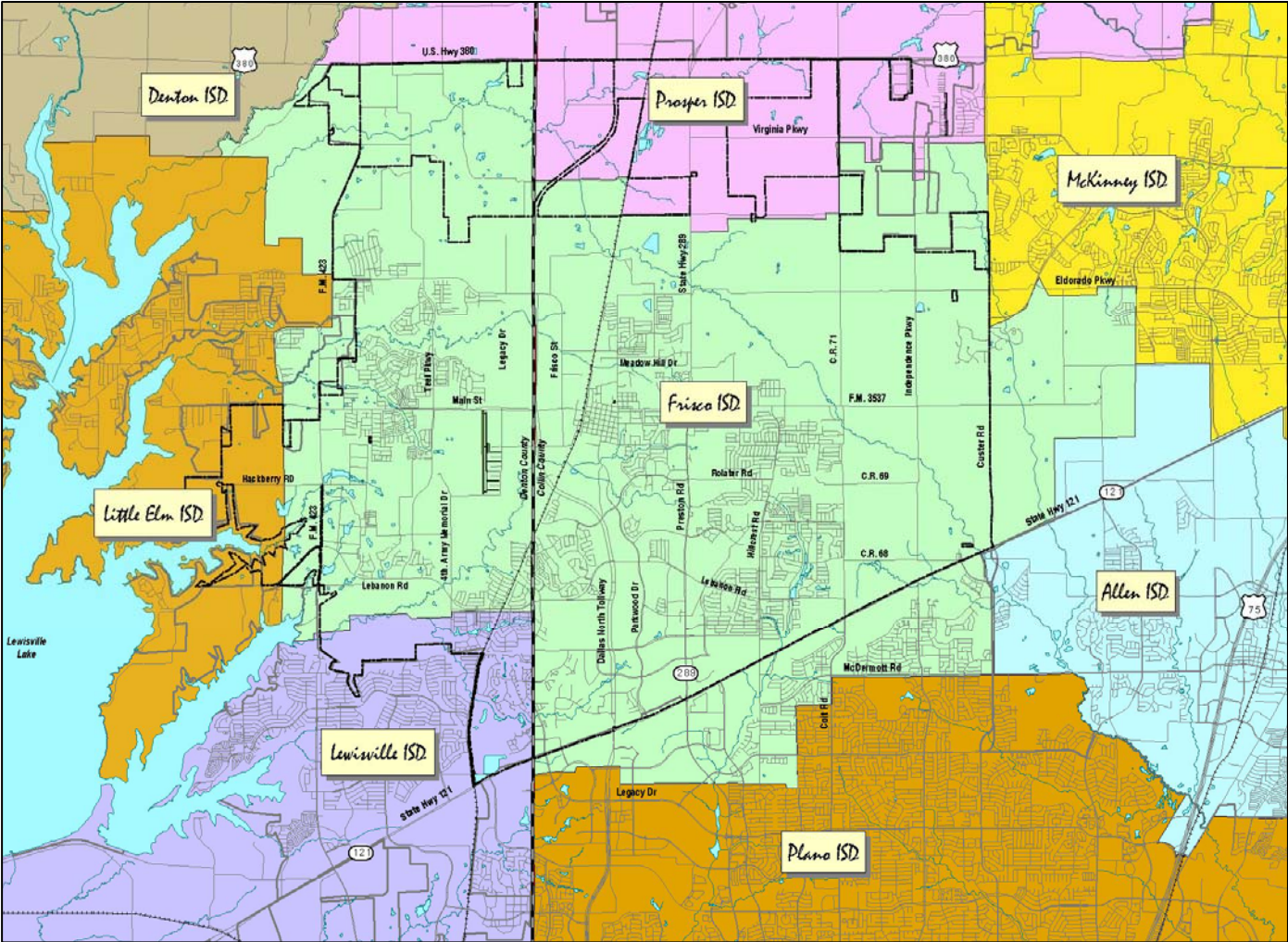
The quality of the local school district is often a major deciding factor when a young couple or a family with children is determining where to live. People without children also purchase homes in areas with quality school districts to ensure their home holds its value and has re-sale value. One article in the Dallas Morning News recently examined the state of the public schools in the city of Dallas, and made this observation: "Few indicators better predict a city's vitality than the performance of its public schools. Student achievement today creates a skilled workforce tomorrow. It attracts business, nurtures wealth, and ensures a city's prosperity." In a related poll of Dallas residents, the top three concerns were crime, **public education**, and economic development.¹⁻¹⁴

Due to the importance of the local school districts to the continuing growth of the City, as well as to the livability of Frisco, the school district boundaries impacting the City are shown in *Image 1-4* (page 1.48). Surrounding districts are also shown. There are four districts that directly affect Frisco—the Frisco Independent School District (FISD) that covers most of Frisco, the Lewisville Independent School District (LISD) to the southwest, the Little Elm Independent School District to the west, and the Prosper Independent School District (PISD) to the northeast.

¹⁻¹⁴ Dallas at the Tipping Point: A Roadmap for Renewal. *Schools*, by Angela Shah. Dallas Morning News, 2004. Obtained from the Dallas Morning News Website, ADDRESS: <http://www.dallasnews.com/s/dws/spe/2004/dallas/schools.html>.



Image 1-4
SCHOOL DISTRICT BOUNDARIES - FRISCO ISD AND SURROUNDING SCHOOL DISTRICTS



Source: Texas Education Agency Website, District Locator Link

Traffic & Transportation

Mobility

The City currently has master plans for thoroughfares and for hike/bike trails throughout the community. In addition, as part of a Regional Transportation Plan being prepared under the leadership of the North Central Texas Council of Governments (NCTCOG), Frisco is hoping to obtain at least three commuter rail stations. The first three proposed stations would be located along the Burlington Northern (BNSF) line at State Highway 121, in the Old Downtown area, and somewhere around the Panther Creek area in northern Frisco. These rail stations, in combination with effective local street and neighborhood layouts, form the basis of an effective mobility plan for the City. As the traffic modeling in this section shows, if gridlock is going to be minimized in the City, all modes of transportation, mixed use development types, and interconnected street systems will need to be explored. The *Mobility Map (Plate 1-10)* graphically depicts various aspects of Frisco's current mobility systems.

As of the 2000 Census (see *Table 1-7*), approximately 31 percent of Frisco's population is either too young or too old to drive. This means that where services, schools, and stores are not readily accessible by foot or by bicycle, two-thirds of the population will have to drive the other one-third of the population to these facilities. This has important ramifications for the City's development patterns, including the need to create more mixed use walkable centers, and generous sidewalks and trails to connect homes, businesses, schools and services. Frisco is making significant progress in creating walkable neighborhoods and in creating mixed use centers like Frisco Square.

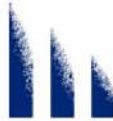
Traffic

The following information was generated from the City's regional travel demand model. This model provides the ability to devise plans that will enhance the regional transportation planning process while preserving Frisco's "small town feel." The transportation indicators shown in this section are an output of this model. They represent a "snapshot" of what the demand on the transportation network is in the base year (2000) and what it is likely to be in the future (2025).



Sections of Preston Road in Frisco

This model will provide a valuable tool to refine the types of thoroughfares, their general purposes (i.e., what types of traffic patterns they are designed to handle), and the design speeds and types of lanes necessary to achieve those purposes. Moreover, recognizing that thoroughfares have both land use/urban form and transportation impacts, the model will be coordinated with other modes of travel and development form options.



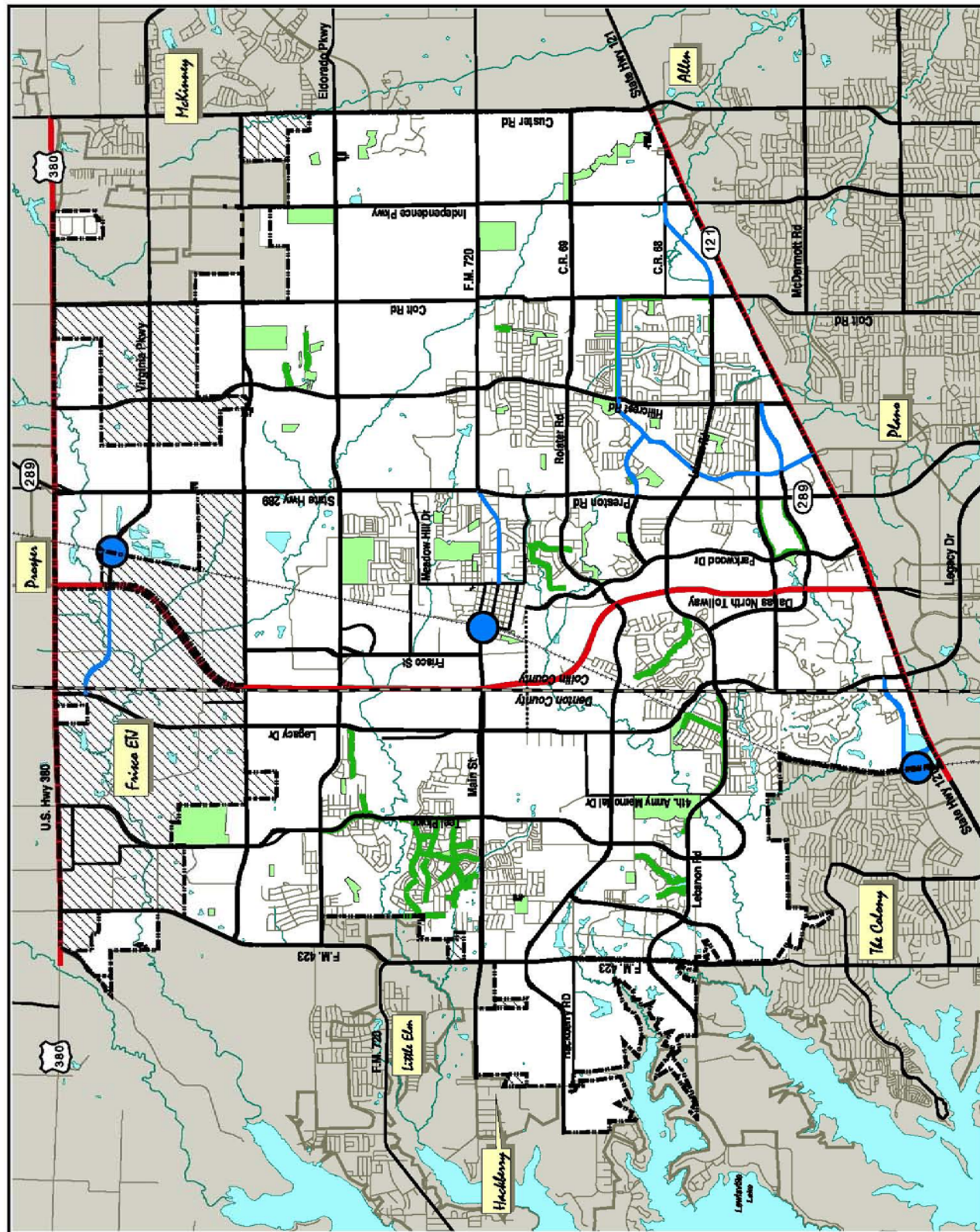
City of Frisco, Texas

Mobility Map

- Thoroughfare Legend**
- Highway / Tollway
 - Major Thoroughfare
 - Major Thoroughfare (Outside City Limits)
 - Minor Thoroughfare
 - Collector Street
 - Trails / Hike-and-Bike
 - Existing Trail
 - Parks and Open Space
 - Regional Rail Stations

Plate 1-10

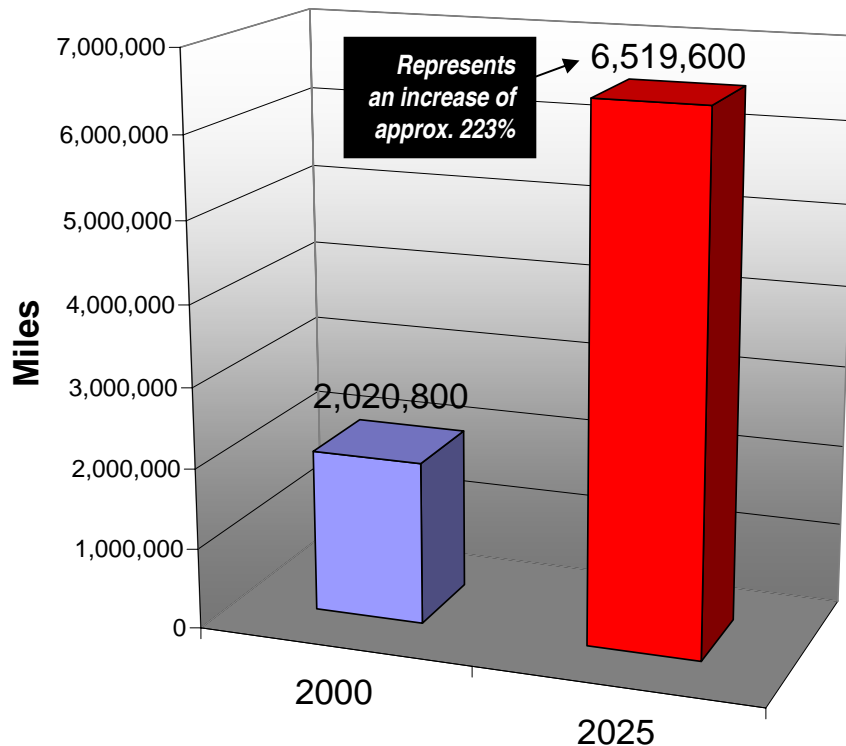
Dunkin Seiko & Associates, Inc.
Urban Planning Consultants
Townscape, Inc.
Kimley-Horn and Associates, Inc.
Frisco GIS
Department of Information Technology





Vehicle Miles Traveled

Figure 1-16
VEHICLE MILES TRAVELED – 2000 & 2025



WHAT DOES IT MEAN?

Vehicle miles traveled (VMT) generally represents the distance traveled by all autos. This can reflect the spatial relationship between residential uses and employment centers or other destinations. A lower average VMT often reflects a better spatial match between residential and employment uses, while a higher average VMT can indicate a spatial mismatch between place of residence and place of employment.

HOW IS IT MEASURED?

The traffic volumes on each road network link are calculated using travel demand modeling software. The demographic, travel behavior, and transport infrastructure data for each scenario are used as model input.



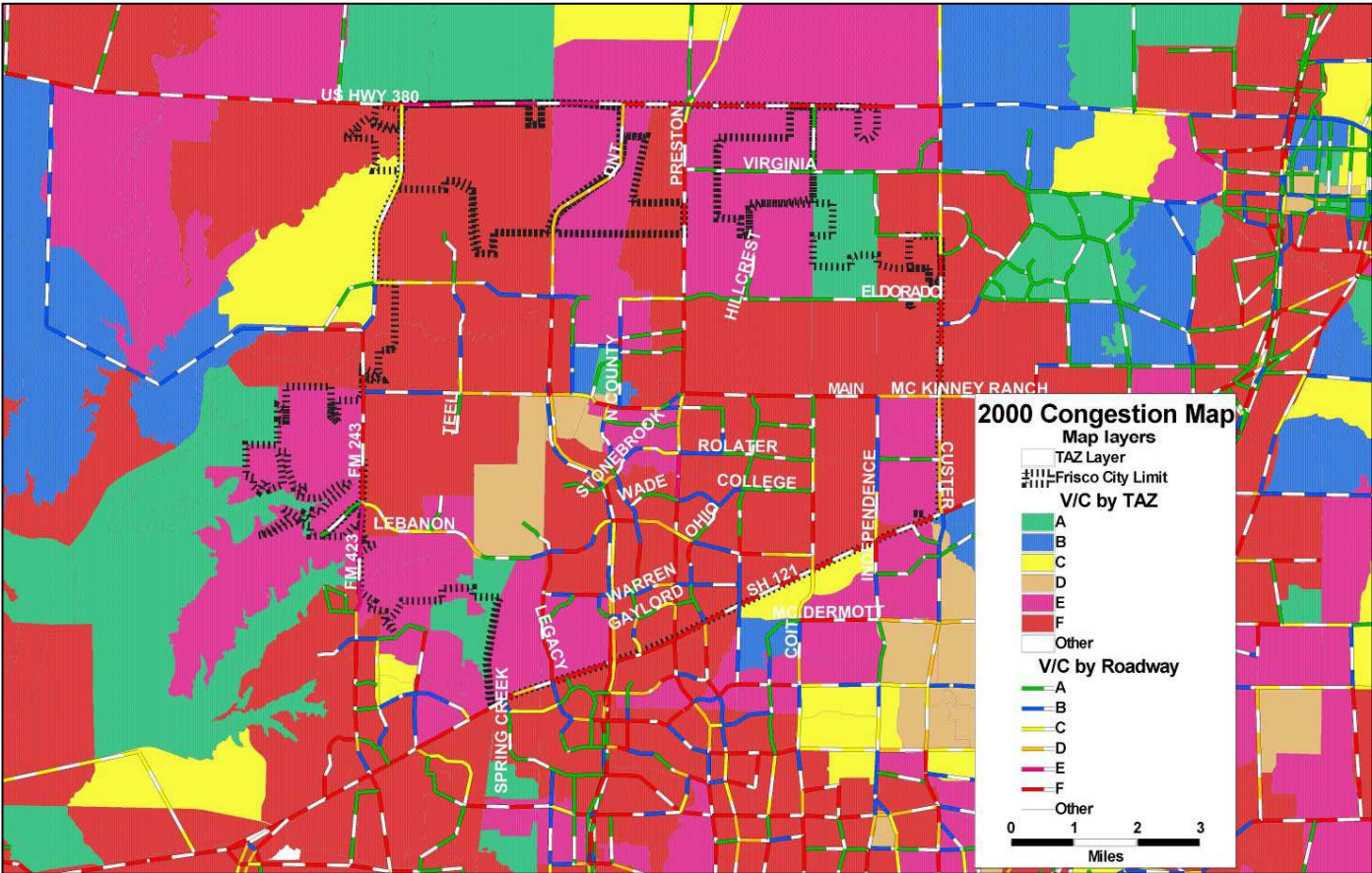
Traffic Congestion

WHAT DOES IT MEAN?

Traffic congestion refers to the incremental costs resulting from interference among road users. These impacts are most significant under peak conditions (i.e., morning and evening rush hours) when traffic volumes approach a road's capacity. Congestion results in the following:

- ❖ Isolation of people from recreation, employment, and family time.
- ❖ Less productive work force.
- ❖ Delays to service workers and emergency responders.
- ❖ Increased fuel consumption and air pollution.
- ❖ Increased vehicle conflicts (e.g., accidents).

Image 1-5
2000 LEVEL OF SERVICE BY TRAFFIC ASSESSMENT ZONE (TAZ)

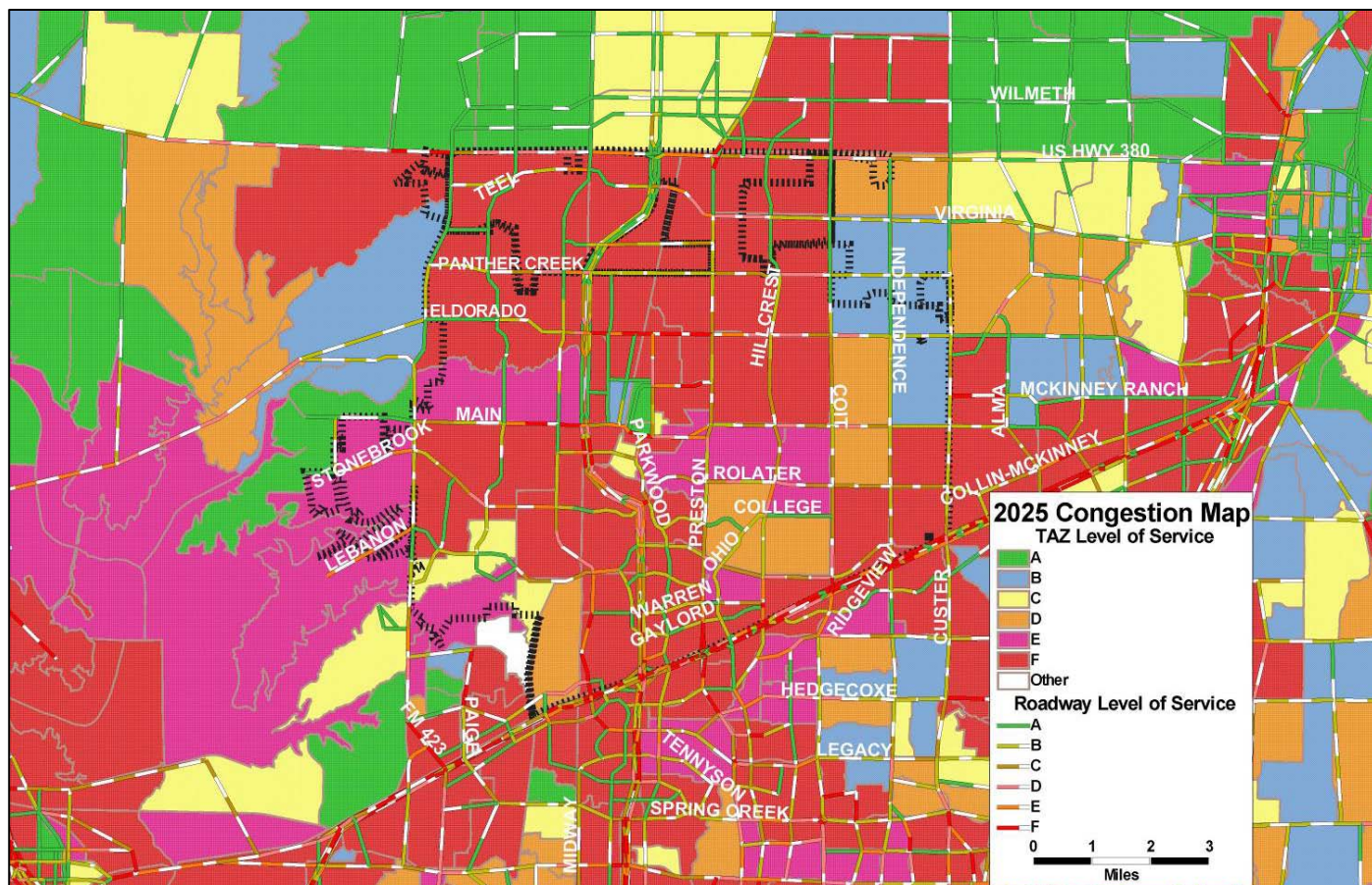




HOW IS IT MEASURED?

Traffic congestion can be measured in various ways, such as volume-to-capacity ratio (V/C Ratio), level of service (LOS), vehicle hours of delay compared with free flowing traffic, and percent of the roadway system that is congested. The images on the left compare the respective levels of congestion for the years 2000 and 2025.

Image 1-6
2025 LEVEL OF SERVICE BY TRAFFIC ASSESSMENT ZONE (TAZ)

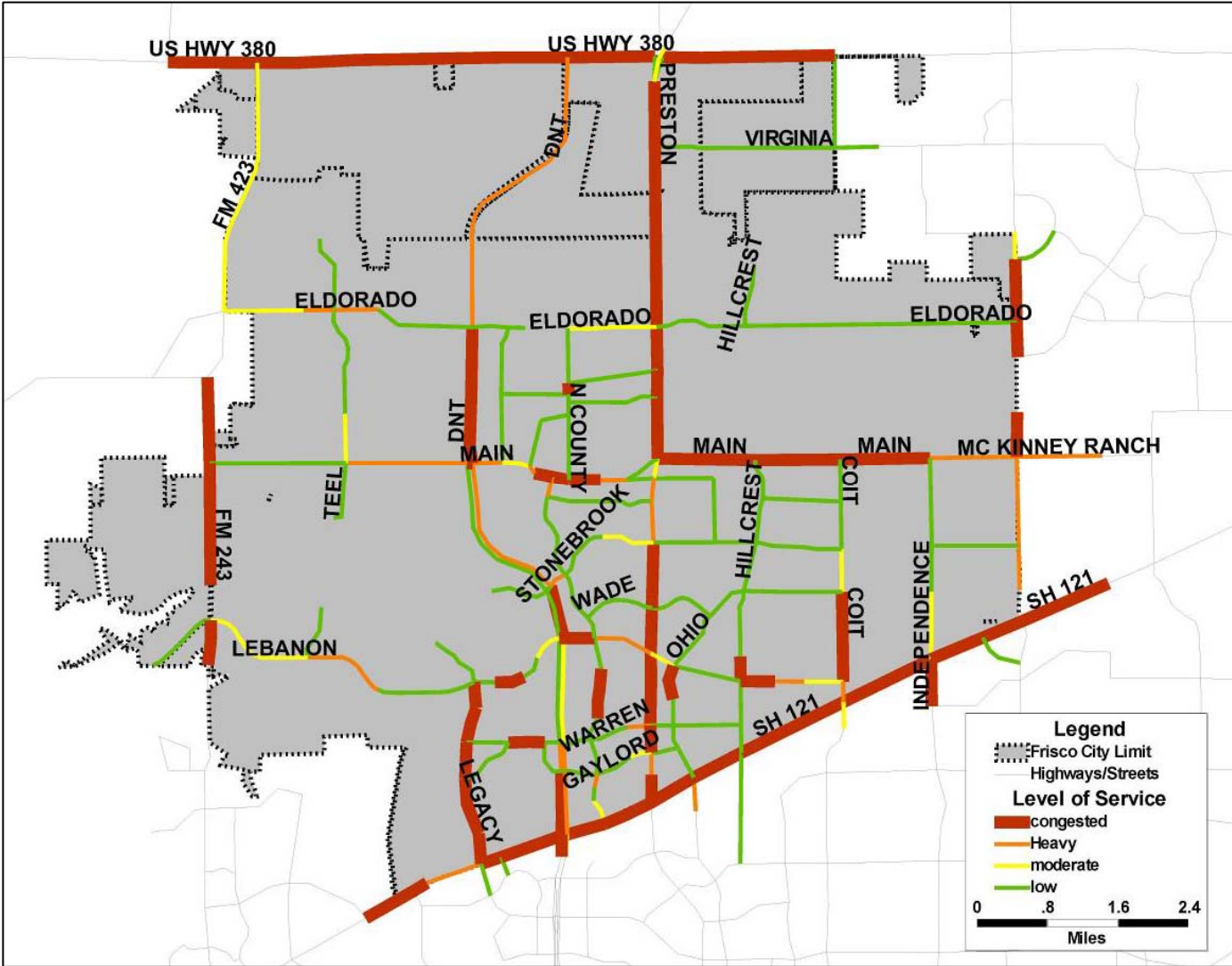


Volume-to-Capacity (V/C) Ratio

WHAT DOES IT MEAN?

The V/C ratio defines whether or not a roadway can fulfill the vehicular demand placed upon it. V/C ratio is used to broadly define problem areas on major arterials and highways and to make operational decisions concerning intersections and ramps.

Image 1-7
2000 LEVEL OF SERVICE BY ROADWAY



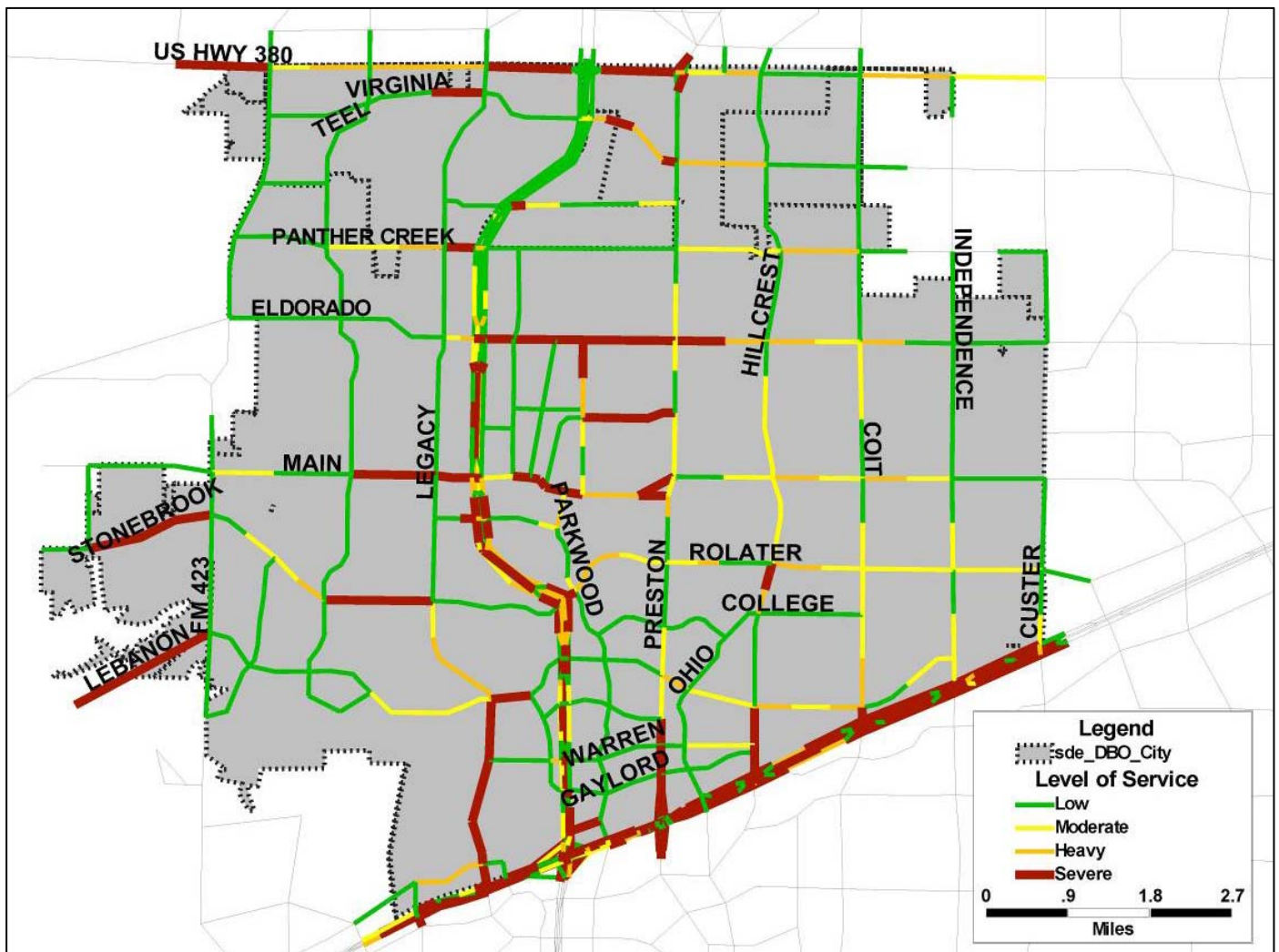


HOW IS IT MEASURED?

The V/C ratio is a measure of the volume of vehicles divided by the capacity of the roadway.

- ❖ V/C greater than 1.0 = Severe Congestion.
- ❖ V/C of 0.86 to 1.0 = Heavy Congestion.
- ❖ V/C of 0.65 to 0.85 = Moderate Congestion.
- ❖ V/C of less than 0.65 = Low or No Congestion.

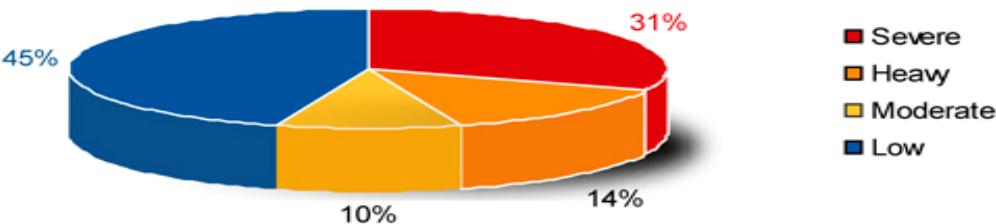
Image 1-8
2025 LEVEL OF SERVICE BY ROADWAY



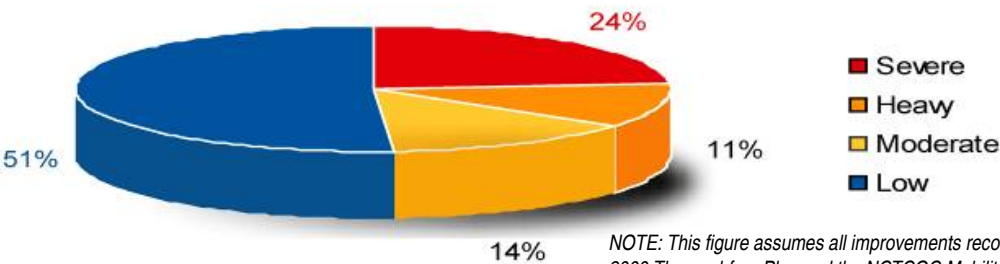
Level of Service (LOS)

Figure 1-17
PERCENT OF VEHICLE MILES TRAVELED UNDER CONGESTED CONDITIONS – 2000 & 2025

Percent of Vehicle Miles Traveled Under Congested Roadway Conditions in 2000



Percent of Vehicle Miles Traveled Under Congested Roadway Conditions in 2025



NOTE: This figure assumes all improvements recommended by the City's 2000 Thoroughfare Plan and the NCTCOG Mobility Plan are implemented.

WHAT DOES IT MEAN?

Level of service (LOS) is a qualitative measure used to denote roadway operating conditions. It generally describes levels of traffic congestion at signalized and unsignalized intersections in urban areas.

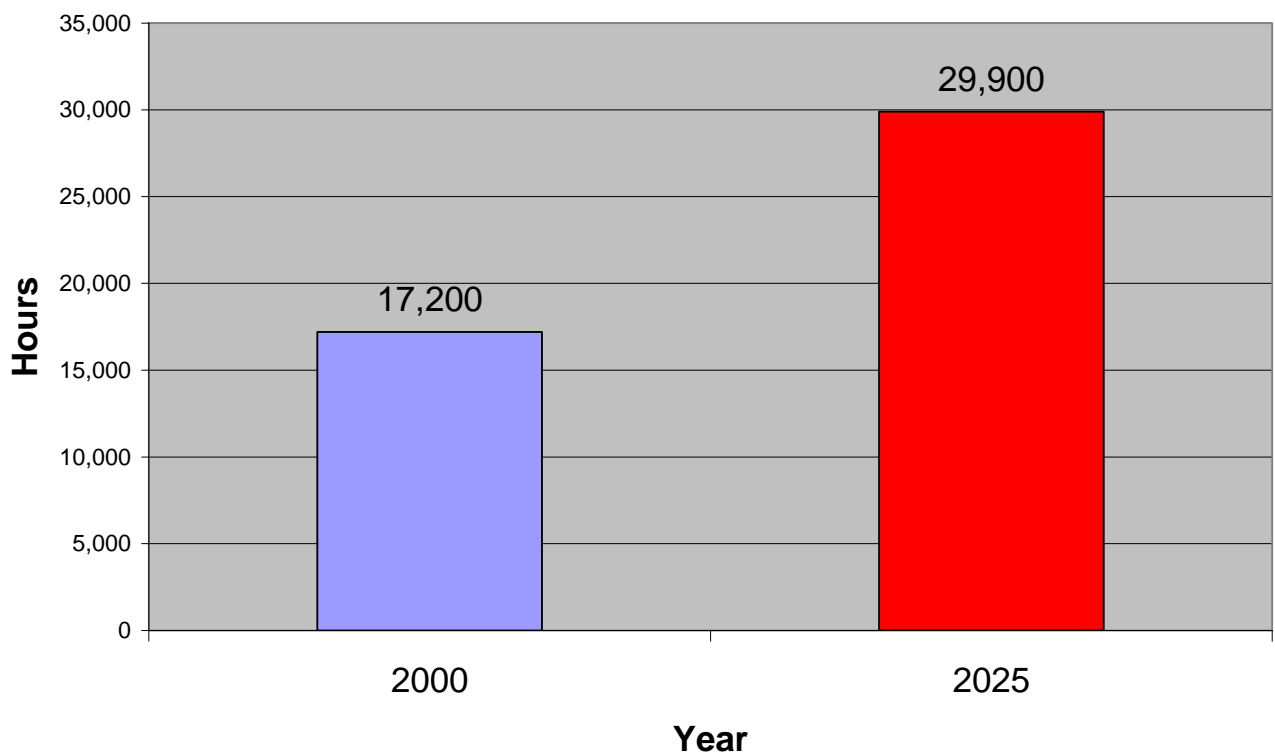
HOW IS IT MEASURED?

Level of Service (LOS) is represented on a scale ranging from "A" at the highest level to "F" at the lowest level. LOS A and B represent minimal delays, and LOS C represents generally acceptable delays. LOS D represents an increasing amount of delay and increasing number of vehicles stopped at intersections and ramps. A roadway with LOS E is approaching capacity and is processing the maximum number of vehicle possible. LOS F means that the roadway is operating with excessive delays and is at capacity. LOS F roadways experience the worst traffic congestion.



Vehicle Hours of Delay (VHD)

Figure 1-18
TOTAL AUTOMOBILE DELAY PER DAY – 2000 & 2025



WHAT DOES IT MEAN?

This transportation indicator estimates the hours spent in congestion by all vehicles within the City on any given day.

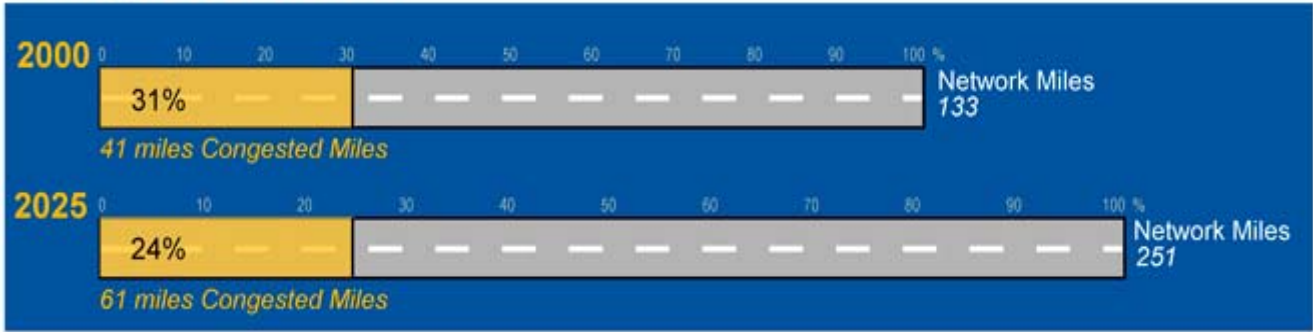
HOW IS IT MEASURED?

Vehicle hours of delay are computed by determining the total vehicle delay (TVD) from the TransCAD model.



Miles of Congested Roadway

Figure 1-19
 CONGESTED ROADWAY MILES – 2000 & 2025



NOTE: Based on the 2000 Millennium Plan.

WHAT DOES IT MEAN?

These road segments are the most severely congested and contribute the most to overall system delay.

HOW IS IT MEASURED?

The volume-to-capacity (V/C) ratio calculation is used to highlight roadway segments that are operating at a level of service (LOS) of "E" or "F." The congested miles are then divided by the total network miles to define the percentage of miles that are congested.



Vehicle Hours of Travel (VHT)

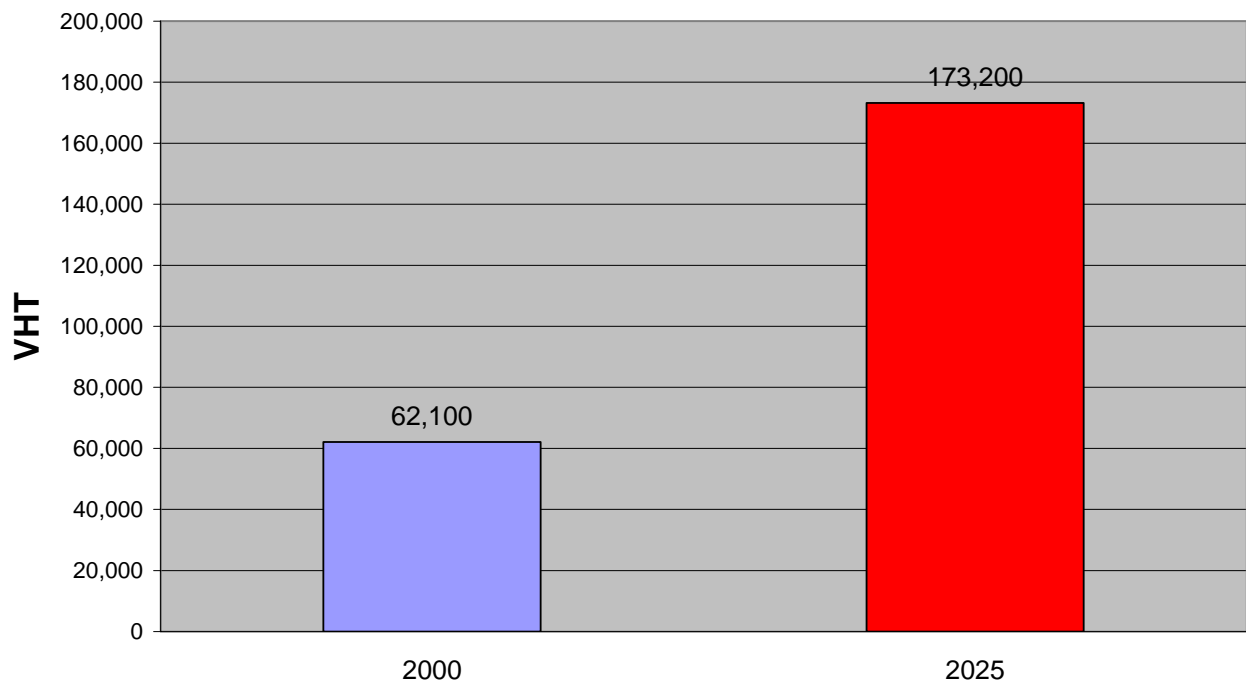
WHAT DOES IT MEAN?

This transportation indicator estimates the hours spent on the road by vehicles.

HOW IS IT MEASURED?

Determining the total vehicle hours of travel (VHT) is a function of the City's TransCAD model. Refer to *Figure 1-17* below.

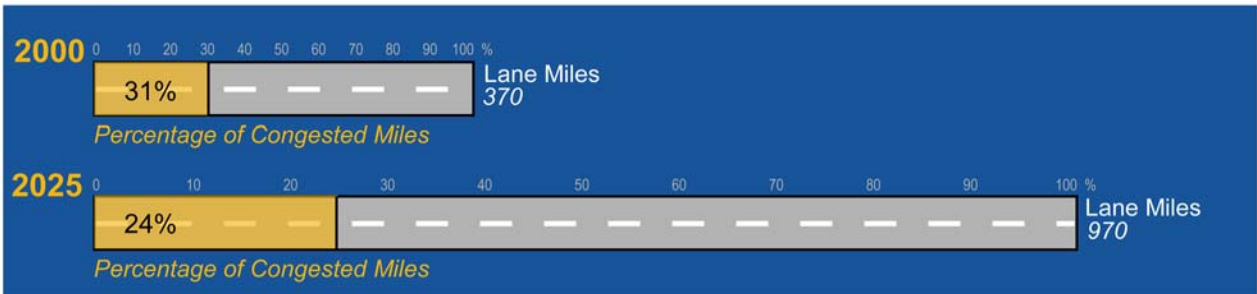
Figure 1-20
TOTAL AUTOMOBILE HOURS TRAVELED – 2000 & 2025



Assessing the Transportation Investment

The City’s travel demand model estimates that 600 lane-miles of roads will need to be constructed to meet the travel demand in 2025. The study team estimates that the investment in the travel lanes will approach \$500,000,000 over the

Figure 1-21
CONGESTED ROADWAY-LANE MILES – 2000 & 2025



next 20 years. *Figure 1-21* shows a planning estimate and is based upon an average lane-mile cost of \$800,000 for freeways and arterials, and \$100,000 for collector streets. The addition of these lane-miles will reduce the percentage of congested miles by seven percent. However, as indicated above, VMT triples and VHT and vehicle delay double by the year 2025.

Figure 1-22
2025 THOROUGHFARES

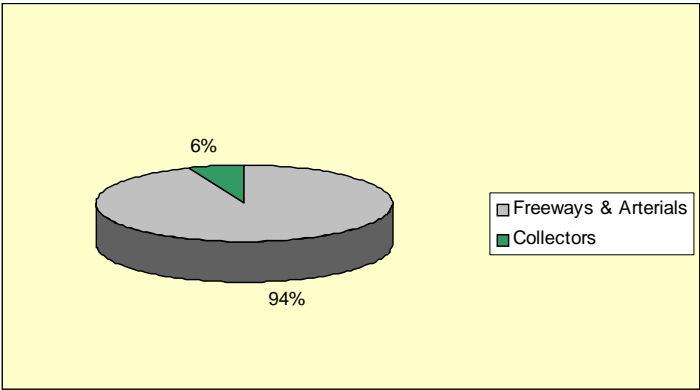


Figure 1-22 represents the breakdown of thoroughfare types that will be needed to fulfill travel demand in 2025. This estimate is based upon the travel demand model’s traffic generation and distribution of vehicle trips. The model calls for an overwhelming number of freeways and aretials because they best accomplish what the model wants: to move trips out of the Frisco to destinations outside the City. These trips are estimated using an average trip length, which to

a great degree is a factor of commuter travel. *Table 1-20* (page 1.61) shows that commmute times and therefore trip lengths are long in Frisco.



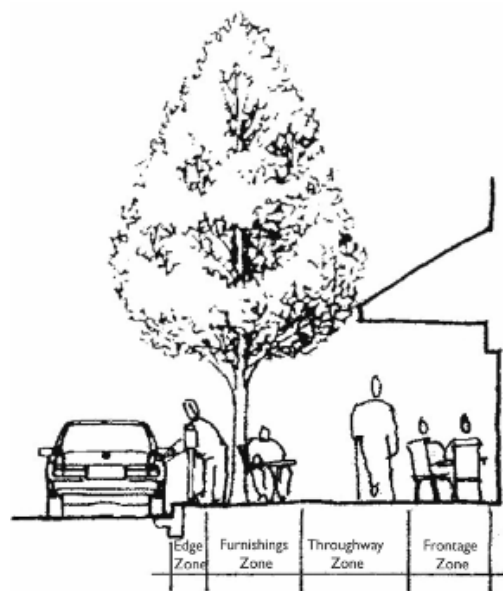
Moreover, average trip length does not represent to an accurate degree internal trips (shopping, errands). Nevertheless, it is these internal trips that cause excessive traffic delay, especially when these trips are added to commuter trips. Internal trips and commuter trips conflict because they use the same thoroughfare types to perform dissimilar activities. If given more of a choice in thoroughfare types and land uses some internal trips will shift from freeways and arterials to collector streets. More choice and connectivity in thoroughfare types can also work to shift internal trips off of the travel lanes all together. The next section explains the anatomy of a thoroughfare and how to use all the transportation realms to achieve increased mobility.

Thoroughfare Realms

To properly plan for all the elements of a thoroughfare

plan, it is essential to account for the four "realms," i.e. a defined area comprised of a mix of built elements and human and economic activity. The four realms that together comprise the thoroughfare and its context are:

- ❖ CONTEXT REALM - Properties and activities adjacent to the public right-of-way with surroundings that contribute to character and mobility. Buildings, landscaping, land use mix, site access, public and semi-public open spaces are the primary shapers of context. Some transportation facilities, notably transit stations and parking lots and structures, are included in the context realm.
- ❖ PEDESTRIAN REALM - Public right of way typically including planting areas and sidewalks, from the curb to the front property line of adjoining parcels. The pedestrian realm is further divided into a series of zones that highlight different uses. These include: edge zone, furnishing zone, throughway zone, and, on blocks with a predominance of ground-floor



The Pedestrian Realm

Table 1-20
TRAVEL TIME TO WORK – 2000
City of Frisco, Texas

Time	Number	Percent	
Less Than 5 Minutes	297	1.6%	16.0%
5 to 9 Minutes	1,100	6.1%	
10 to 14 Minutes	1,493	8.3%	
15 to 19 Minutes	1,885	10.4%	26.6%
20 to 24 Minutes	1,986	11.0%	
25 to 29 Minutes	934	5.2%	
30 to 34 Minutes	2,842	15.7%	27.6%
35 to 39 Minutes	1,037	5.7%	
40 to 44 Minutes	1,110	6.1%	
45 to 59 Minutes	3,058	16.9%	25.5%
60 to 89 Minutes	1,313	7.3%	
90 or more Minutes	231	1.3%	
Total Who Did Not Work at Home	17,286	95.7%	
Worked at Home	782	4.5%	
Total Workers	18,068	100.2%	

Source: U.S. Census

Note: Information is representative of workers 16 years of age and over.

Source: U.S. Census

Note: Information is representative of workers 16 years of age and over.



retail, frontage zone. The relative importance of the zones is in part the function of land use. Transportation facilities including bus shelters and waiting areas, and bicycle parking may be part of the pedestrian realm. Often the on-street parking lane overlaps with the pedestrian realm because of the pedestrian activity generated by parked vehicles.

- ❖ TRAVELWAY REALM - Public right-of-way from curb-to-curb including parking lanes, which are part of an overlap zone with the pedestrian realm and travel lanes for private vehicles, goods movement, transit vehicles, and bicycles. Medians are also part of the travelway realm. Transit stops and loading/unloading zones are included in the travelway realm.
- ❖ INTERSECTION REALM - Public right-of-way and a portion of abutting private property that together form a frame including the intersection at its center. The intersection realm is characterized by a high level of activity and shared use, multi-modal conflicts, complex movements, and special design treatments.
- ❖ CONTEXT/PEDESTRIAN OVERLAP - Ground floor building frontage and any overhanging elements (arcades, awnings, etc.) create one part of the overlap between the private development in the context realm and the public space of the pedestrian realm. Also included are paths and walkways on private property adjoining the thoroughfare.
- ❖ PEDESTRIAN/TRAVELWAY OVERLAP - The travelway areas where pedestrians are common are the parking lane and the crosswalks (marked or unmarked). The parking lane frequently doubles as space for transit loading and unloading and in some locations may also occasionally be used for community events such as farmer's markets, parade viewing, etc. In such cases, use of the travelway realm is often restricted in order to maximize the comfort of people using the overlap zone.

Summary of Findings

The following is a summary of findings that resulted from applying the traffic model to the Future Land Use Plan (from the 2000 Millennium Plan):

- ❖ Vehicle miles traveled (VMT) is anticipated to triple in the next 25 years, despite major investments in roadway improvements.
- ❖ Vehicle hours of travel (VHT) is anticipated to more than double in the next 25 years, which means trip lengths will be getting longer.
- ❖ Overall vehicle delay is anticipated increase by more than 50 percent over the next 25 years.
- ❖ Simply adding more lane miles will not fully mitigate congestion.



Entrance into a Retail Development in Frisco

Current City Initiatives

Frisco has become one of the most sought after locations for families and businesses, but this could not have happened without strong City leadership and initiative. The purpose of this section of the *Snapshot* is to examine what the City is doing to attract development, to ensure future sustainability, and to ensure a high quality of life for its citizenry. Active groups who have contributed to Frisco's success are acknowledged within this section. Ordinances mandating the high quality of local development which inherently contributes to the City's livability are also reviewed. Finally, a few examples of the public-private partnerships that have recently propelled Frisco from a "suburban city" to more of a "destination city" are discussed; these examples show the catalytic nature of successful public-private partnerships in terms of the positive recognition and momentum such partnerships can bring to a community.

Local Boards & Commissions

Boards and commissions are an integral part of how a city functions and of whether a city is able to achieve goals, such as solid non-residential tax base, quality development, and quality services. Boards and commissions also generally influence other more intangible things, such as creating a good reputation and rapport with citizens, the development community, and people in the region. Frisco's various boards and commissions have been able to help the City become what it is today—a thriving and successful community known for its high level of livability. Following is a brief description of each of the City's boards and commissions.¹⁻¹⁵

BOARD OF ADJUSTMENTS/ CONSTRUCTION BOARD OF APPEALS →

This Board is a quasi-judicial body with members who are appointed by the City Council. The Board hears and grants appeals of administrative decisions, petitions for variances in the case of peculiar and unusual circumstances that would prevent the reasonable use of land, and other similar appeals and petitions as may be required by the City Council or as allowed by State law.

The City Council is an elected legislative body. The Council enacts local legislation, adopts the City budget, determines City policies, and appoints the City Manager, who in turn is responsible to the City Council for the execution of laws and the administration of the City government. The City Council is perhaps the most visible of Frisco's governing bodies, and the most accountable to the citizenry because members are elected.

Source: City Charter from the City Website

← **CITY
COUNCIL**

¹⁻¹⁵ Unless otherwise referenced, information for this section was obtained from the City of Frisco Website, Boards and Commissions link. ADDRESS: http://www.ci.frisco.tx.us/secretary/boards_commissions.htm.



City of Frisco, Texas

2006 COMPREHENSIVE PLAN

CONVENTION & VISITORS BUREAU (CVB) →

The CVB is charged with enhancing the economic vitality of the area by advising the City Council and City staff on the sales and marketing of Frisco to the convention, meeting, and leisure travel markets using funding generated from the local Hotel Occupancy Tax Refund. The CVB consists of representatives of numerous local interested groups, as follows: two from lodging, one from general retail, one from Downtown/Frisco Square, one from restaurant/hospitality, one from a professional sports team, one Chamber of Commerce representative, and the remaining two are at-large.

This board was created in 1994 after voters approved a ½-cent sales tax that established the FCDC. The revenue generated by the Corporation may be used for many types of public improvements, including land; buildings; athletic, entertainment, tourist, convention and public park facilities; municipal buildings; transportation facilities; new and expanded business enterprises; water facilities; wastewater facilities; and maintenance and operating costs associated with all of the above projects.

← FRISCO COMMUNITY DEVELOPMENT CORPORATION (FCDC)

ECONOMIC DEVELOPMENT CORPORATION (EDC) →

The EDC Board researches, develops, and submits to the City Council for its approval proposed methods and expected costs for economic development opportunities for the City. The EDC is charged with ensuring that, to the fullest extent possible, economic development opportunities provide for the elimination of unemployment and under-employment, and promote employment through the expansion and development of a sound industrial, manufacturing, and retail base within Frisco.

The Housing Authority Board oversees the inventory of "Federally-funded Low Rent Public Housing" located in Frisco. The Board is responsible for maintenance, operations, and legal compliance of the existing housing, as well as the development of new housing opportunities for very low income families living in Frisco.

← HOUSING AUTHORITY BOARD

HOUSING → TRUST FUND BOARD

The Housing Trust Fund Board acts as an advisory board to Frisco City staff and to the City Council on matters concerning the House Trust Fund Programs. The Board started a new Homebuyer Education Class in May of 2004, which is a free class open to the public and that meets the education requirements of the City's down-payment assistance program.

Source (for last sentence): Mayor's Message in Focal Point Newsletter, Feb 2005, from City Website

The Library Foundation Board acts as an advisory board to the City Council. The Board reviews and recommends policies and procedures regarding the Library; reviews and approves special requests for the use of the facilities; recommends related fees for such use; and solicits gifts for and donations to the Library.

← LIBRARY FOUNDATION BOARD



2006 COMPREHENSIVE PLAN

NORTH TEXAS MUNICIPAL WATER DISTRICT (NTMWD) BOARD →

The NTMWD Board ensures the availability of a high quality source of water to more than 960,000 citizens living within the District's service area; acquires water rights and plans and constructs new reservoirs; and locates, designs and constructs sewer treatment facilities, transfer stations and landfill operations. As a member city of the NTMWD, Frisco appoints two residents to serve on the Board to represent the City.

Source: City of Frisco Website - http://www.ci.frisco.tx.us/pio/pressreleases/ntexas_municipal_water.htm

This board acts as an advisory board for the City Council. The Board encourages the development of parks and recreation areas and adopts standards regarding facilities, programs and financial support; studies, reviews and recommends the master plan guide for parks and recreation; develops a related long-range capital improvements program; and recommends the acquisition of additional parks, equipment and supplies.

← PARKS & RECREATION BOARD

THE PLANNING & ZONING COMMISSION →

The Commission acts as an advisory board for the City Council. Specifically, the Commission reviews current and proposed ordinances and amendments pertaining to planning and zoning and makes recommendations to the Council for action; adds to the master plan for the physical development of the City; reviews plats and zoning requests and makes recommendations to the Council for final adoption; and makes reports and recommendations relating to the master plan and to the general development of the City.

The Public Arts Board promotes and encourages public and private programs to further the development and awareness of, and interest in, the visual arts: 1) to create an enhanced visual environment for Frisco residents, 2) to commemorate Frisco's rich cultural and ethnic diversity, 3) to integrate the design work of artists into the development of Frisco's capital infrastructure improvements, and 4) to promote tourism and economic vitality in Frisco through the artistic design of public spaces.

← PUBLIC ARTS BOARD

URBAN FORESTRY BOARD →

This Board acts as an advisory board for the City Council for matters pertaining to the promotion, improvement, and protection of the "urban forest." The Board also may solicit for gifts, revenues, and bequests for endowments of money or property as donations or grants from people, firms, or corporations, subject to the guidance, approval, and acceptance by City Council.

RELATIONSHIP OF BOARDS & COMMISSIONS TO THE 2006 COMPREHENSIVE PLAN

Several of the boards and commissions cited above will play an integral role in the drafting and adoption of the 2006 Comprehensive Plan; some will play a more visible role than others. Many of the people serving on the Comprehensive Plan Advisory Committee (CPAC) are providing not only their personal expertise, but also their representation from one of



Frisco’s boards or commissions. Toward the end of the comprehensive planning process, the CPAC will be asked to recommend the *2006 Comprehensive Plan* document to the Planning & Zoning Commission. The Planning & Zoning Commission will then review the document, and will be asked to recommend it to the City Council. Ideally, the culmination of the process will be City Council’s adoption of the *2006 Comprehensive Plan* as the official long-range planning policy guide for the City. This information about the CPAC, the role of the Planning & Zoning Commission, and the role of the City Council is intended to help define the various ways in which Frisco’s boards and commissions are involved with, and are able to influence, the recommendations and policies contained in the *2006 Comprehensive Plan*.

Strategic Focus Areas

The City Council has established strategic focus areas for Frisco for 2005. These focus areas provide insight into significant elements that may need to be addressed within this *2006 Comprehensive Plan*. Each of the seven areas is summarized in this section. It should also be noted that the *Livability* section also discusses how these areas can be further supported.



Fire Station in Frisco

CITY FINANCIAL HEALTH

In this regard, the Council has determined its focus to be on several elements: tax base, quality City services, employment, and funding capital projects. Specifically, the Council recognizes that to ensure that tax rates remain reasonable and relative to City services, there must be a balanced local tax base of non-residential and residential development. Diversified employment is also recognized as being important, not only in providing jobs, but also to bringing related revenue into Frisco from outside the limits of the City. The Council also appreciates the need to be aware of its debt service, and to manage it so that growth can be accommodated and capital improvements can be funded for the long-term.

PUBLIC HEALTH & SAFETY

In terms of public health and safety, the Council has determined the focus to be on safety in the community as a whole, safety-related services, and infrastructure services that accommodate growth. The Council states that Frisco should be a safe community, and that people should feel safe in their homes, at their workplaces, as they recreate, and as they travel within the City. Police and fire services are intended by Council to continue to be provided at a high service level. The Council also recognizes the need for the City to ensure that its water and wastewater services are expanded ahead of the anticipated and continuing local population growth.



Frisco Public Works Building

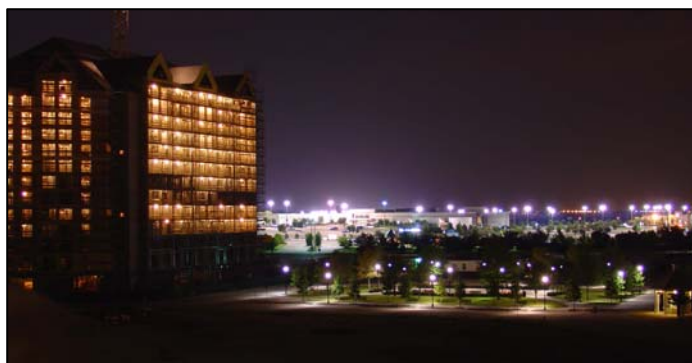
COMMUNITY INFRASTRUCTURE

The term *infrastructure* in relation to this Council focus area means many things—roadways, water, wastewater, technology, trails, and mass transit. Again, in this area, the Frisco City Council recognizes the need to ensure that local roadways and utilities are able to accommodate population increases. The value of keeping up with technology is also acknowledged in the statement of ensuring “competitive technology choices” for citizens. The need for alternative modes of transportation is recognized in the Council’s focus on providing a network of trails and mass transit. Multi-jurisdictional cooperation and working with the private sector are other important elements mentioned by Council in this focus area.

UNIQUE SUSTAINABLE COMMUNITY

In terms of sustainability, the City Council addresses many of the intangible elements that make Frisco unique. The Council uses the terms *destination city*, *small-town feel*, *Live, Work, Play, Grow*, and *high quality of life* to describe its focus in this regard. Other key elements include:

- ❖ Unique residential communities with housing and lot size diversity, open spaces, and amenities.
- ❖ Preservation and protection of the environment.
- ❖ Frisco Square and the historic downtown.
- ❖ Quality entertainment venues, arts, shopping, education, and parks system.
- ❖ Quality development.



Frisco's New Hotel with Retail in the Background

EXCELLENCE IN GOVERNMENT

The City Council recognizes within this focus area that Frisco’s local City government, in terms of leadership and facilities, should be citizen-focused, responsive to needs, and accessible. A competitive tax rate is also acknowledged as important. The Council also states in this focus area that it “will continually strive to have [Frisco] recognized as one of the best places to live.”



LEISURE & CULTURE

Frisco is well-known for its recreational venues such as the Dr Pepper Ballpark and the Superdome. The City Council recognizes within this focus area that the City should continue to create such venues. In addition to these venues the Council acknowledges that more typical recreational features such as community parks and trails are also needed.

Cultural venues and public art are also important components of the Frisco community. Not only has the City Council reaffirmed these components through their continued commitment, but there have also been many important steps taken by the City to further art appreciation community-wide:

- ❖ Frisco has joined with Allen and Plano to create a 118-acre cultural park and performing arts facility (labeled on the Amenities Map, *Plate 1-13*, that is discussed later within the *Snapshot*). The three cities have pledged \$57 million for the project, with another \$10 million to be raised from the private sector. The first facility scheduled to be complete is a 2,100-seat theatre with education studios.¹⁻¹⁶
- ❖ The City has created the Public Art Program, which is a program dedicated to promoting the integration of the arts in Frisco. The program receives a percentage of Frisco's Capital Project Funds budget to finance its activities.¹⁻¹⁷
- ❖ As part of the Public Art Program, a Public Art Master Plan has been created "that identifies guidelines for the Public Art Program, specific public art opportunities, and supporting community programs." A steering committee similar to the CPAC created for this *2006 Comprehensive Plan* helped create the Public Art Master Plan.¹⁻¹⁸



Sculpture in Hall Office Park in Frisco

Art and culture have long been associated with the development of America's cities and towns and the rich diversity and evolution of neighborhoods and communities. Art and culture are, in fact, often used to help revitalize and improve the economies of inner cities, suburbs, and rural areas...Although art and culture can be a source of controversy, they are more frequently a force for enhancing community identity and making communities more vibrant and prosperous.

Strom, Elizabeth. Strengthening Communities Through Culture. The Center for Arts & Culture Website.



Public Art in Central Park in Frisco

¹⁻¹⁶ Arts of Collin County Selects Executive Director. Frisco Association for the Arts website, News & Press Releases link. December 6, 2004. ADDRESS: <http://www.friscoarts.com/pr/pr6dec04.html>.

¹⁻¹⁷ City of Frisco Website, Grow link, Public Art link, Public Art Program link. ADDRESS: http://www.ci.frisco.tx.us/arts/publicarts_details.htm.

¹⁻¹⁸ Ibid.



- ❖ Frisco has actively pursued the establishment of public art throughout Frisco, specifically in Central Park, in the Texas Sculpture Garden in Hall Office Park (a private collection that is open to the public), and in the Centre at Preston Ridge (shopping center).
- ❖ The City has taken the initiative to promote Frisco Square and Downtown as hosts to arts festivals.
- ❖ The City Council has determined one of its focus areas as making Frisco a destination for public art displays.

Frisco has been recognized for these efforts. In 2005, the Greater Dallas Planning Council (GDPC) awarded the City the “Built-Award” in recognition of the various artworks that have been placed throughout the City. It was also recognized that in many cases these artworks have been established through the City’s joint participation with private entities.

CIVIC INVOLVEMENT

This focus area is dedicated to the Council’s recognition of the value of getting citizens involved in public processes. Volunteerism is mentioned, as are the development and promotion of civic groups. Council also expresses its desire to ensure that Frisco is known for its leadership in “regional initiatives and projects to enhance life and leisure.” Participation of young people in civic issues is also recognized as being important.

Existing Ordinances & Programs Analysis

Review of a community’s regulations can generally provide insight into the quality of development that is desired. The following descriptions of various City regulations and ordinances provide a background review of Frisco’s development standards, including those for zoning and subdivision, as well as the *Major Creek Ordinance* and the *Green Building* programs.

COMPREHENSIVE ZONING ORDINANCE

The Comprehensive Zoning Ordinance is a critical part of Frisco’s planning efforts, especially in terms of managing growth. Zoning regulations in Texas apply only to land within the limits of a municipality, and cannot be applied to land within a municipality’s extraterritorial jurisdiction (ETJ). Frisco’s zoning regulations, similar to other such regulations across the state, govern multiple aspects of development within the City, including land use, adjacency standards, and aesthetic-related standards. The ordinance establishes zoning districts with specific regulations and standards, with 14 residential districts, 11 non-residential districts, and five special purpose districts.

The residential districts provide a wide variety of housing options ranging from large-lot home sites with a minimum lot size of two acres; to townhomes (attached single-family residences) with a maximum density of 12 units per net acre; to multiple-family units with a maximum density of 19 units per acre; to manufactured homes. It is always important for a City



to maintain a diverse, livable, and sustainable housing supply—residents at any stage in their life-cycle need to have quality housing options, whether it be a townhouse for a retired couple, a single-family home for a family, or an apartment for a new professional. This factor is discussed throughout this *2006 Comprehensive Plan*.

The City’s 11 non-residential zoning districts serve to accommodate an array of economic and social needs. From office, retail, neighborhood service, information, and technology districts, to industrial districts, Frisco provides a highly diversified



Stonebriar Centre in Frisco

economic environment. Additionally, some non-residential districts, such as Office-1 (O-1) or Neighborhood Services (NS), serve as buffers for residential areas from more intense non-residential uses, such as Office-2 (O-2) or Industrial zoning districts. Together, the City’s non-residential district mixture allows for a range of companies and individuals to establish and/or expand their businesses within Frisco, rather than having to seek these opportunities elsewhere.

The City’s special-purpose zoning districts are intended to help enhance not only development standards, but also the basic quality of life in Frisco. These districts allow for specific areas of the City to receive additional attention during the development process. For example, one special district is the *Planned Development (PD)*

district. PDs allow developers and owners to create developments using innovative land utilization techniques that are not typically addressed in standard zoning districts.

Another example of a special district is the *Historic Landmark District* that provides for the preservation of significant historical, archaeological, and/or cultural interest sites or buildings reflecting the City’s heritage. This district has not been widely used to date. Special districts that have been widely used, however, are the *Preston Road Overlay* district and the *Tollway Overlay* district. These overlay districts apply additional standards (above those of the base zoning district) to development to improve the appearance and sense of place along these high-traffic corridors. The *Preston Road Overlay* district specifically has led to the establishment of special landscaping, street lighting, monumentation, and art sculpture. In fact, the art along Preston Road provided much of the impetus that led the City to be increasingly active in pursuing public art (discussed in detail previously in the *Leisure & Culture* section of the *Snapshot*).

LANDSCAPING REQUIREMENTS

The Comprehensive Zoning Ordinance also contains landscaping requirements that are applicable to development throughout the City, primarily applicable to multiple-family and non-residential uses. Landscaping is cited in the Ordinance as adding to property values and to the general welfare of the City. Following is a brief summary of the section’s highlights:

- ❖ GENERAL REQUIREMENTS – This section establishes basic requirements and landscaping intent. It suggests that required trees be placed on the west and south sides of buildings to increase energy efficiency.



- ❖ PERIMETER REQUIREMENTS – This section establishes landscaping requirements related to the portions of a development adjacent to a street or property lines.
- ❖ MULTIPLE-FAMILY COMMUNITIES – This section specifically applies to multiple-family development. Requirements include interior parking lot landscaping, such as landscaped islands and medians. A landscape screen is also required around all dumpsters, compactors, and recycling facilities. To encourage trees to be preserved as the



Gaylord Parkway in Frisco – A Tree-Lined, Landscaped Thoroughfare

site is developed, there are tree preservation provisions for multiple-family developments. The City may approve trees to be preserved and apply a landscaping credit for such trees according to this section.

TREE PRESERVATION REQUIREMENTS

Frisco's Zoning Ordinance also contains regulations that govern the removal and replanting of trees. One of the stated purposes of these requirements is to improve the local quality of life. Some of the highlights of the regulations are:

- ❖ The need for a Tree Permit for the removal of any trees within the City, regardless of size or type.
- ❖ The definition of a Protected Tree, which is basically a tree that is eight inches or more in caliper size. The removal of such a tree requires a great deal of oversight, and therefore is inherently discouraged.
- ❖ The requirement for a Tree Survey and Tree Preservation Plan—documents that are required to be submitted with plats detailing natural vegetation and projected tree losses.

MAJOR CREEK ORDINANCE

The City has sought to protect and preserve its major creeks with this set of regulations within the Zoning Ordinance; other similar regulations are found within the Subdivision Ordinance so that they can be applied to development in the ETJ. The major creeks within the City, as defined within the *Major Creek Ordinance*, are as follows:

- ❖ Cottonwood Creek,
- ❖ Panther Creek,



A Creek in Frisco



- ❖ Parvin Branch,
- ❖ Rowlett Creek, and
- ❖ Stewart Creek.

This portion of the Zoning Ordinance applies to all non-residential and multiple-family lots developed adjacent to the 100-year floodplain of one of these major creeks. Multiple-family zoned property that develops as single-family is not subject to this section of the Ordinance, but instead must comply with similar regulations in the Subdivision Ordinance (detailed in the next section).

The Major Creek Ordinance regulates features such as the construction type of retaining walls, minimum amount and size of trees and shrubs, provision of maintenance access, incorporation into the hike and bike trail system, and screening of loading areas from view of the major creeks by a solid living screen. Furthermore, this Ordinance establishes a menu of amenities for owners and developers to include within developments adjacent to the major creeks. The number of amenities required is based upon the land use type. For example, multiple-family and office developments are required to select four amenities, retail and commercial developments, three; and industrial developments, two. The menu choices include the following 10 amenities:

- 1) Thirty-foot landscaped buffer adjacent to specified creeks;
- 2) Minimum 25 percent of a wall's surface area that faces the creek is to be composed of windows;
- 3) Hike/bike trail;
- 4) 100-foot visibility corridor between/adjacent to buildings;
- 5) Trail-head park;
- 6) Common patio, balcony, courtyard, or terrace;
- 7) Building orientation to prevent the back of the building from facing the major creek;
- 8) Uniform building materials;
- 9) Creek restoration; and
- 10) Other amenities not listed, but as may be approved by the Planning and Zoning Commission.

SUBDIVISION ORDINANCE

The Subdivision Ordinance governs all subdivisions of land within the City limits of Frisco and within Frisco's ETJ. It establishes the requirements for how to subdivide land, and explains how lands should be dedicated for infrastructure (public) purposes, such as parks, streets, alleys, sidewalks, and easements. Street design, a critical function of planning livable neighborhoods, is a significant part of the ordinance. Lot design is another function of the Subdivision Ordinance. For example, no residential lots (except multiple-family) can face a major street or thoroughfare. Also, driveway locations are regulated, as are pedestrian walkways, alleys, and other similar mobility-related elements.



Other key components of the Subdivision Ordinance are the general requirements and design standards for major creeks (Section 7.08). This section relates to the previously described *Major Creek Ordinance*, but these regulations in the Subdivision Ordinance applicable to development in the City's ETJ, whereas the Zoning Ordinance regulations are not. These requirements prohibit development of any portion of a property that lies within the base floodplain of any specified major creek. These creeks are required to remain in an open and natural condition. Developments adjacent to such creek areas are also subject to additional requirements, such as street and lot/house design.

SIGN REGULATIONS

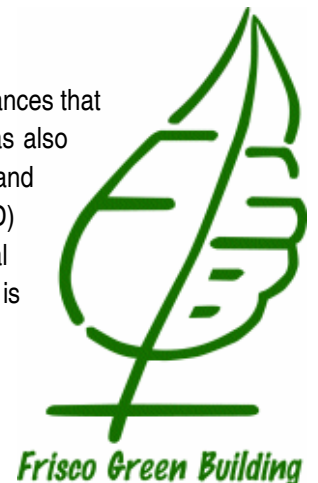
The Frisco *Sign Ordinance* is an important document regulating the location and type of signs throughout the City. There are general sign specification and design requirements for all types of signs. Universal regulations for signs include requirements related to placement and measurement methodology. There are also varying regulations according to the type of sign; for example, monument signs must be of a design, material, and finish consistent with the related building. Certain types of signs are not permitted in Frisco, including signs on vacant buildings; inflatable devices; commercial billboard signs; portable signs; roof signs; wind-driven signs; and, perhaps most notably, pole signs.



Entrance Sign into Stonebriar Centre in Frisco

GREEN BUILDING PROGRAMS

Frisco has shown its commitment to the environment and sustainability by adopting two ordinances that address green building standards for both residential and non-residential building. Frisco has also become committed, through its Public Facilities Initiative, to construct "green" public and municipal buildings by using the Leadership in Energy and Environmental Design (LEED) Green Building Rating System®. The LEED system is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. In addition, the City is working to take incremental steps forward in improving and expanding its "green" programs.



RESIDENTIAL GREEN BUILDING

In May 2001, Frisco became the first city in the United States to adopt a mandatory Residential Green Building Program. The program establishes minimum standards for energy efficiency, water conservation, indoor air quality, and waste recycling for all single-family homes platted after May 23, 2001. In 2005, almost 75 percent of homes built in Frisco were built under the Program. The Environmental Protection Agency’s (EPA) Energy Star standard, which was developed to protect the environment through superior energy efficiency, is at the core of the Program. The EPA indicates, through their Energy Star webpage, that energy-efficient homes can save families one-third of their energy bill and also reduce one-third of greenhouse gas emissions caused by household energy use.¹⁻¹⁹



New Residences Being Constructed in Frisco

The Program’s other elements focus on water conservation, indoor air quality, and waste recycling. Water conservation is promoted through drought-tolerant landscaping and improvements to irrigation systems, such as freeze and moisture sensors. Indoor air quality, another key principle, is addressed through the use of fresh air systems, fireplace standards, and carbon monoxide detectors. Waste recycling is the last element in the Program. This portion focuses on recycling of construction waste and providing homebuyers with household recycling and composting options.

Frisco’s Residential Green Building Program is continuously evolving as new technologies are introduced and knowledge is gained to help us build “greener.” The City is continuously coordinating advances in the program and working cooperatively with builders, third-party raters, and HVAC (heating, ventilation, and air conditioning) contractors to identify improvements to make the Program more extensive and still affordable to all home buyers in the City. Each step forward in the Program will help lead Frisco toward a more sustainable future.

COMMERCIAL GREEN BUILDING

The City of Frisco is committed to sustainable development of our commercial markets. Program development is based on recommendations made by leading environmental research institutions including the US EPA, US Green Building Council, Green Guard™, Texas Council on Environmental Quality, and others. Considerable research has lead to three initial focus areas for implementation; 1) energy conservation, 2) water conservation, and 3) improvements in indoor air quality. The City will continue to proactively coordinate with owners, planners, architects, engineers, contractors, and tenants to advance the goals of the program.¹⁻²⁰

¹⁻¹⁹ Energy Star Program Website. ADDRESS: www.energystar.gov
¹⁻²⁰ Ibid.



OVERVIEW/OBSERVATIONS

Frisco is committed to quality development. This is apparent within the ordinances related to signage and to overlays for the Dallas North Tollway and Preston Road. However, as the *Zoning Map, Plate 1-11* (page 1.76) shows, Planned Developments (PDs) have been extensively used, which may indicate the need for new or updated zoning districts or development techniques. Also, there is no opportunity to develop a mixture of uses within a straight zoning district. Creation of a Planned Development is currently the only way to achieve mixed uses within a development in Frisco. Ordinances such as the *Tree Preservation Requirements*, the *Major Creek Ordinance* (and related regulations in the Subdivision Ordinance) and the *Green Building Programs* illustrate the City's desire to regulate development for the purpose of sustainability. This *2006 Comprehensive Plan* will consider various additional ways that the City can continue in these efforts toward ensuring that Frisco has a high level of livability and sustainability in the future.

Incentives for Quality Development

The quality development that has occurred in Frisco was possible as a result of proactive planning, as well as the dedication and actions of the City. Frisco City leaders have used a variety of mechanisms to provide economically based incentives. Such incentives help developers and the private sector see the City's willingness to invest in projects that will positively contribute to Frisco. Economic incentives have included:

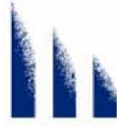
- ❖ TAX INCREMENT FINANCE ZONE (TIFZ) – The City has used this in conjunction with Collin County, the Frisco Independent School District, and private developers to help finance infrastructure improvements. Specifically, financing for Stonebriar Centre and the Soccer & Entertainment Center was secured using this mechanism.¹⁻²¹ The way a TIFZ operates is that the costs of public infrastructure improvements to the area (or zone) are repaid by future tax revenues from each of the taxing entities.¹⁻²²
- ❖ MUNICIPAL MANAGEMENT DISTRICT (MMD) – A municipal management district provides incentives for non-residential property owners to contribute to the enhancement of a defined business area. These districts, which are also sometimes called downtown management districts, are created within an existing non-residential area to finance facilities, infrastructure, and services. The improvements may be paid for by a combination of self-imposed property taxes, special assessments, and impact fees, or by other charges against property owners within the district. These districts are created to supplement the municipal services already provided.¹⁻²³ Specifically, financing for Frisco Square has been supplied in part through an MMD.

¹⁻²¹ Collin County Website, *Commissioners' Court approves "multiple win" agreement to help spark economic development in Collin County*, April 1, 2003. ADDRESS: http://www.co.collin.tx.us/public_information/news_releases/2003/tifa040103.html.

¹⁻²² Frisco EDC Website, Incentives-Taxes link, Tax Increment Financing description. ADDRESS: <http://www.friscoedc.com/incentives.asp>.

¹⁻²³ Office of the Governor Economic Development and Tourism. *Tourism Tip Sheet: Public Improvement/Municipal Management Districts*. ADDRESS: www.travel.state.tx.us/documents/pid_01127402706358546322.pdf.





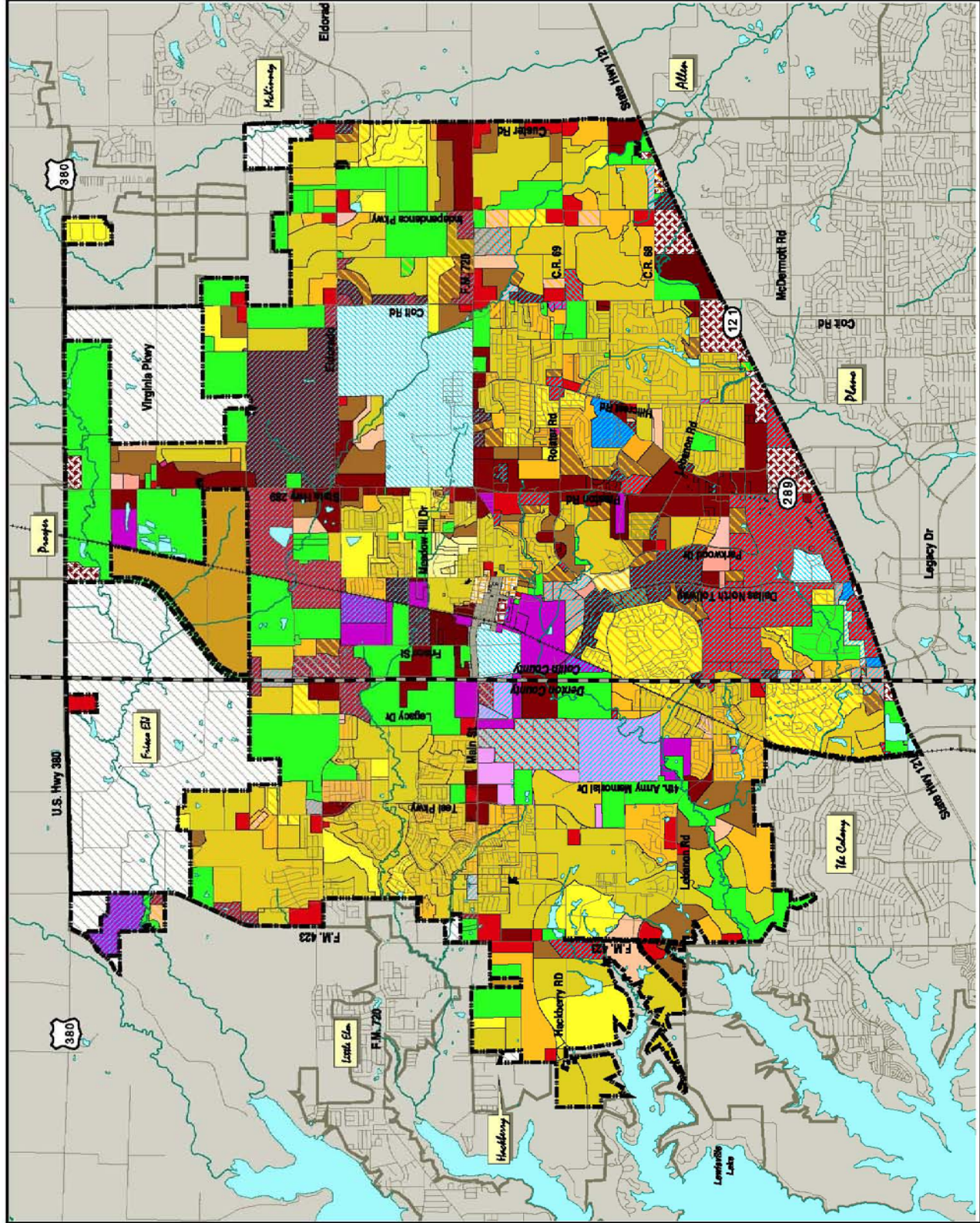
City of Frisco, Texas

Zoning Map

Zoning Districts	
A - Agricultural District	RE - Residential Estate District
RE - Residential Estate District	SF-1 - Single Family Residential District
SF-1 - Single Family Residential District	SF-2 - Single Family Residential District
SF-2 - Single Family Residential District	SF-3 - Single Family Residential District
SF-3 - Single Family Residential District	SF-4 - Single Family Residential District
SF-4 - Single Family Residential District	OTR - Original Town Residential District
OTR - Original Town Residential District	PH - Patio Home Residential District
PH - Patio Home Residential District	2F - Two Family Residential (Duplex)
2F - Two Family Residential (Duplex)	TH - Townhome District
TH - Townhome District	MF-1 - Multiple Family District - 1
MF-1 - Multiple Family District - 1	MF-2 - Multiple Family District - 2
MF-2 - Multiple Family District - 2	MH - Mobile Home District
MH - Mobile Home District	C-1 - Office District - 1
C-1 - Office District - 1	C-2 - Office District - 2
C-2 - Office District - 2	NS - Neighborhood Service District
NS - Neighborhood Service District	R - Retail
R - Retail	OTC - Original Town Commercial District
OTC - Original Town Commercial District	C-1 - Commercial District - 1
C-1 - Commercial District - 1	C-2 - Commercial District - 2
C-2 - Commercial District - 2	H - Highway District
H - Highway District	CO - Corporate Office District
CO - Corporate Office District	IT - Information & Technology District
IT - Information & Technology District	I - Industrial District
I - Industrial District	College
College	Mixed Use
Mixed Use	PD - Residential
PD - Residential	PD - Non-Residential

Plate 1-11

Dunkin Seifert & Associates, Inc.
Urban Planning Consultants
Townscape, Inc.
Kimley-Horn and Associates, Inc.
Frisco GIS
Department of Information Technology





- ❖ PUBLIC IMPROVEMENT DISTRICT (PID) – A PID allows a municipality to levy and collect special assessments on property that is within the city or within the city's extraterritorial jurisdiction (ETJ).¹⁻²⁴ Frisco has used PIDs in the past, but has no plans to utilize this mechanism for funding in the future.
- ❖ DEVELOPMENT AGREEMENTS – Development agreements are contracts with specified terms negotiated between a city and a developer or land owner. Frisco has entered into development agreements with incentives related to issues such as a reduction of impact fees or a rebate of sales tax revenue.

EXAMPLES OF THE EFFECTIVENESS

Perhaps the best way to describe Frisco's willingness and ability to positively influence the economic development of the City is by providing several examples. These show how the City has gained its reputation for working out the details of public/private partnerships to achieve success.

- ❖ FRISCO SQUARE – This mixed use development was previously referenced in the *Snapshot*. In order to ensure that the development would come to fruition, a Municipal Management District was established. Also, a successful public/private partnership involving several entities was formed, including the private development company Five-Star Development, the City of Frisco, and the Frisco Community Development Corporation (FCDC). The City is contributing \$28 million for the project, financed by a bond package passed by voters in September 2002. The FCDC is also contributing another \$2.5 million for construction. Additional costs will be covered by the City's general fund.¹⁻²⁵ Frisco is also showing its commitment to Frisco Square by constructing a new City Hall and Library in this mixed use area.
- ❖ FRISCO SPORTS-ENTERTAINMENT COMPLEX – This complex is also a mixed use development with recreation, retail, office, public, and residential uses all coming together to make a unique concentrated area within Frisco. One independent publication described the Sports-Entertainment Complex as “an example of



Frisco Square - September 2004

¹⁻²⁴ Ibid.

¹⁻²⁵ City of Frisco Website, Mayor's Message in Focal Point Newsletter, August 2004 - http://www.ci.frisco.tx.us/pio/focal_point/newsletter_feb05_pg1.htm



private-public partnerships gone right.”¹⁻²⁶ The following describes each venue and the respective public/private contributions¹⁻²⁷ :

- The Dr Pepper/Seven-Up Double-A ballpark is home field for the Frisco RoughRiders. The facility cost approximately \$28 million and seats 8,600 people (including fixed and grass seating). The City’s portion was approximately \$22.7 million, with the difference paid for by the Southwest Sports Group.¹⁻²⁸
- The Dr Pepper StarCenter is a \$22 million, 208,000-square-foot arena with various hockey venues and a gymnastics center. There is space for the facility to be used by the Frisco Independent School District, as well as space for national events.
- The 75-acre Sports-Entertainment Complex will anchor a \$300 million development including more than one million square feet of residential, retail and office space, a hotel, and a convention center.

Entities involved in the public/private partnerships for the Frisco Sports-Entertainment Complex include the City, Southwest Sports Group, Mandalay Sports Entertainment, Frisco Independent School District, Collin County, Frisco Economic Development Corporation, and Frisco Community Development Corporation.

- ❖ FRISCO SOCCER & ENTERTAINMENT CENTER – This \$65 million, City-owned Center will include a 20,000-seat home for the Football Club (FC) Dallas team (Major League Soccer, MLS) and 17 fields for youth and high school soccer. The FC Dallas team and the Frisco Independent School District (FISD) will jointly use the stadium for MLS competition and varsity high school football games. The public/private partnership allocates costs such that Collin County and Frisco will each contribute \$20 million, the FISD will contribute \$15 million, and the Hunt Sports Group (HSG), a private company, will contribute \$10 million. HSG will then pay the City \$100,000 a year in rent on the stadium for 20 years.¹⁻²⁹ The Center opened in the late summer of 2005.¹⁻³⁰



Frisco Soccer Stadium Concept Illustration

¹⁻²⁶ Texas A&M Real Estate Center Website, Dallas Market Overview 2002, Public Facilities. 2/28/2003 ADDRESS: <http://recenter.tamu.edu/mreports02/dallas7.asp>
¹⁻²⁷ Ibid, unless otherwise noted.
¹⁻²⁸ City of Frisco Website, Frisco Facts link, ADDRESS - http://www.ci.frisco.tx.us/frisco_facts.htm
¹⁻²⁹ Frisco Soccer & Entertainment Center Website, Press Releases link, *New Soccer Complex in Frisco, Texas Marks Historic Milestone fro Soccer in America; Innovative Public-Private Partnership Will Connect a Professional Soccer Stadium With Youth Fields for the First Time.* 04/02/2003. ADDRESS: http://friscosec.birdsallinteractive.com/pr_040203.html
¹⁻³⁰ Frisco Soccer & Entertainment Center Website, Press Releases link, *Frisco Stadium Opening Delayed; Record Rainfall Pushed Home Opener Back to August 6.* 02/07/2005. ADDRESS: http://friscosec.birdsallinteractive.com/pr_020705.html



Urban Land Institute Study

In November of 2004, the City of Frisco commissioned a study by the Urban Land Institute (ULI) Advisory Services. The study area was a large piece of undeveloped land west of the Dallas North Tollway extension line, in proximity to Frisco Square and the Frisco Soccer & Entertainment Center. The goal of the study was “to create development scenarios...that focus on market potential, planning and design, development strategies, and implementation.”¹⁻³¹ The study area is referred to as “Grand Park.”

Several important features in the Grand Park area were considered during the ULI study, including Stewart Creek (which traverses the area), Frisco Square, the Soccer & Entertainment Center, adjacent land owned by the Frisco EDC, and the Tollway. In early 2005, a seven-member consultant team representing ULI Advisory Services spent time in the City touring the study area, meeting with City officials, staff, and other interested parties. The result of the study was that the City should “think big” when considering what to do with this undeveloped area that is in a prime location. Key concepts included¹⁻³²:

- ❖ A Grand Park of 850 acres, which would be larger than Central Park in New York (which is 843 acres);
- ❖ A four-year university campus, like Trinity College in San Antonio and Baylor University in Waco;
- ❖ A series of lakes totaling more than 150 acres;
- ❖ Approximately 1,500 acres of residential uses, like the Turtle Creek area of Dallas and the area that surrounds New York’s Central Park;
- ❖ A signature restaurant like the Mansion on Turtle Creek in Dallas;
- ❖ A network of trails;
- ❖ Nature museums;
- ❖ Water parks;
- ❖ Off-leash dog parks;



ULI Concepts for Frisco's Grand Park



Lakes & Trail in Frisco – Elements Recommended for Grand Park

¹⁻³¹ The City of Frisco, Texas. Urban Land Institute Advisory Services Briefing Book, Section 1 Introduction, page 1.

¹⁻³² Raye, Mike. *Consultant presents designs for Frisco's future*. 1/21/2005. Frisco Enterprise, Star Community Newspapers 2005. ADDRESS: <http://www.zwire.com>



- ❖ A miniature railroad and train recalling Frisco's heritage;
- ❖ A family-oriented theme park like "LegoLand."

These concepts will be considered as this comprehensive planning process continues. As it is feasible, they will be incorporated into the *2006 Comprehensive Plan* document. The City has hired a consultant to create a master plan concept for the development of a portion of the area shown as Grand Park in the illustration on the previous page.

Parks, Recreation & Open Space Master Plan

[Note: All information for this section was obtained from the November 2004 draft of the City of Frisco 2004 Parks, Recreation & Open Space Master Plan prepared by Carter & Burgess, Inc. Applicable page numbers are shown in parentheses.]

Background

In 2003, the City commissioned a consultant team led by the engineering firm of Carter & Burgess, Inc. to create a cohesive parks, recreation, and open space plan that would guide the City in establishing itself as the community with “the best park system in Texas.” Frisco leaders have recognized that a quality, diverse park system is key to continuing and enhancing the high quality of life for which the City strives for its citizens. In November of 2004, a draft *Parks, Recreation & Open Space Master Plan* was submitted to the City for review.



Neighborhood Green Space in Frisco

Similar to the Comprehensive Plan Advisory Committee (CPAC) assembled for this *2006 Comprehensive Plan*, a Steering Committee was appointed to work with the consultants and to provide input into the park planning process. The process itself consisted of two phases: 1) analyzing the City’s inventory and market (i.e., needs), and 2) drafting of the park master plan, including a priority ranking of facilities, an action plan, and an expenditure analysis. The *Parks, Recreation & Open Space Master Plan* document that has resulted from this process “marks a far-reaching initiative for Frisco’s park system.”

Park Plan Contents

PUBLIC INPUT

As part of the needs assessment, public input was sought to determine what the citizens of Frisco believed was most needed. The top recreation-related facilities included hike/bike trails, playgrounds, and picnic areas/pavilions. The top athletic-related facilities included basketball courts, tennis courts, and practice athletic fields. Also interesting to note is the fact that citizens generally endorse allowing corporate naming/advertising rights as a way to fund facilities.

KEY RECOMMENDATIONS

Recommendations within the Plan were based on an existing estimated population in Frisco of 63,285 people (current at the time the Park Plan was drafted), and a projected population in 2015 of 144,788 people. They were the result of input received from citizens, parks and recreation staff, the Parks and Recreation Board, the Steering Committee, the Frisco Community Development Corporation (FCDC), the consultant team, and the City’s youth. Key recommendations, referred to as “high priority” within the Plan, consisted of the following items:

- ❖ Trails,
- ❖ Recreation/multi-use center,
- ❖ Indoor aquatic center,
- ❖ Nature trail/greenways,
- ❖ Open spaces/natural areas,
- ❖ Outdoor swimming pool,
- ❖ Picnic areas/pavilions,
- ❖ Playgrounds,
- ❖ Benches/seating areas,
- ❖ Youth/teen center, and,
- ❖ Practice athletic fields.



Walkway in a Neighborhood in Frisco

The City is currently reviewing this draft document.



Livability & Sustainability Analysis

What Are Livability and Sustainability?

Livability and sustainability are closely linked. **Livability** involves such things as the:

- ❖ Creation of walkable communities;
- ❖ Creation of areas with a strong “sense of place;”
- ❖ Celebration of the Public Realm;
- ❖ Aesthetic quality of the community and neighborhoods;
- ❖ Proximity to open space and recreational opportunities;
- ❖ Proximity and availability of other community services such as high quality schools and universities;
- ❖ Ease of access to and quality of retail and restaurants;
- ❖ Reduced traffic congestion from the availability of alternative means of travel;
- ❖ Availability of the desired type, style, and cost of housing;
- ❖ Proximity to employment opportunities; and
- ❖ Accessibility to natural areas.

Sustainability, on the other hand, involves creating an environment that people and businesses want to both invest and re-invest in. It includes such things as the:

- ❖ Achievement of a high quality of livability, as outlined above;
- ❖ Ability to find a person’s desired housing type throughout his or her life-cycle within a neighborhood—i.e., housing types that can accommodate singles, families, retirees and elderly needs;
- ❖ Ability to adapt to inevitable change in the population and economic condition of a community as it moves from being on the “new frontier,” to maturing, and finally, to aging gracefully;
- ❖ Creation of building, cultural and open space infrastructure that contributes to the desirability of a community over time, and that improves with age;
- ❖ Provision of a variety of transportation options; and
- ❖ Design of infrastructure that is durable and environmentally sensitive, and that minimizes long-term maintenance costs.



Identity and Image

ACHIEVING THE "SMALL TOWN FEEL"

As mentioned in the *City Initiatives* portion of this *Snapshot*, one of the Strategic Focus Areas for City Council is to "strive to maintain a small-town feel." This is clearly being achieved in the old Downtown, and it is also being created in the Frisco Square development. It is also being achieved in some of the City's newer residential subdivisions. These developments provide opportunities for people to meet and interact on a personal level because they are creating "pedestrian-oriented" districts. This encourages interpersonal interaction and chance meetings with friends and neighbors. Stonebriar Centre is also a meeting place, and such mall developments have served as community meeting places for the past 50 years in many other cities. However, their limitation is that they are not truly public, and they do not contain a mixture of uses including services and housing to truly function as a civic multi-activity meeting place.

All of the rest of the retail developments in Frisco are automobile-oriented, and therefore tend to work against the creation of social gathering places and social interaction that provide a "sense of community." Such development types tend to ebb and flow in response to evolving and changing markets. Other cities like Plano, Richardson, and Carrollton are suffering because of this condition. Significant portions of their retail market have moved northward leaving vacant and underutilized single-purpose developments. These centers were designed and built exclusively for automobile-oriented retail, and they were "walled off" (i.e., physically separated) from adjacent neighborhoods. After a 20- to 40-year economic life, this condition leaves few options besides demolition and reconstruction for new uses.

Other design features also negatively affect the "small town feel." They include such things as:

- ❖ Roadways that are designed for high speed traffic, and are hostile to pedestrians and bicyclists;
- ❖ Proliferation of single-use, auto-oriented residential subdivisions that are isolated from each other and from the larger community;
- ❖ Commercial buildings which are set back from roadways with large intervening parking lots;
- ❖ Retail centers that do not create "pedestrian districts";
- ❖ The concentration of retail and services into large centers, with the resulting lack of small, neighborhood-serving retail and services such as coffee shops and non-chain restaurants; and
- ❖ The inability to circulate throughout the City on hike/bike trails and corridors.



A Retail Use Provides Opportunities for Social Interaction



Shared experiences such as City-wide events and festivals can help foster a sense of community. For example, the City of Addison programs major events for the family at Addison Circle—Oktoberfest, 4th of July celebrations, and Saturday night movies. This helps to create a family-oriented hometown environment.

Frisco too, has a number of community “celebration” events to build on such as:

- ❖ Merry Main Street;
- ❖ Story-Telling Festival;
- ❖ Frisco Freedom Fest;
- ❖ Daddy-Daughter and Mother-Son Dances;
- ❖ National Night Out; and
- ❖ Easter Extravaganza.

SAFETY

Another City Council strategic focus area is “safety.” Safety can be enhanced by development patterns in three key ways:

- ❖ Creation of high levels of activity (such as through mixed use developments);
- ❖ Site design which ensures “eyes on the street”; and,
- ❖ Creating a sense of “ownership” and “belonging” to the City by its citizens.

A mixture of uses that include residential as a component in retail, commercial, and civic areas helps to ensure there is a resident “ownership” of the area, and that there are extended periods of activity. The more people out walking and socializing, the lower the crime rate typically is in an area.



Frisco Citizens Celebrate National Night Out

Safety is greatly boosted in public areas like streets, parks, and plazas when residents and businesses have a clear view of those public areas. Residential properties facing publicly accessible open space and plazas have the additional benefit of accruing a significant property value premium.

Creating a “sense of ownership” of an area can be achieved in several ways in addition to those listed above. The creation of gathering places throughout the City in parks, pockets of retail, neighborhood and village centers, and civic areas such as City Hall, schools, community centers, and churches provide residents with a strong sense of community and commitment.



IMAGE & IDENTITY AREAS

Image areas and neighborhoods evolve over time. For example, East Dallas, Uptown, and Lake Highlands are clusters of various subdivisions, residential types, retail centers, and schools. The ingredients that contribute to image and identity areas include:

- ❖ Subdivisions and retail centers,
- ❖ Mixed use centers,
- ❖ Types and groups of land uses,
- ❖ Schools,
- ❖ Major roadways, and
- ❖ Open space patterns and parks.

The way to build strong neighborhoods with a “small town feel” is to make surrounding neighborhoods directly accessible to mixed use retail centers, and to ensure that schools are part of the neighborhood with shared use of facilities. Communities are most successful when defined by public “gathering spaces” such as central open spaces, neighborhood retail areas, farmers markets, and mixed use centers (also called “life-style” centers). Frisco is in the early stages of creating several image and identity areas. Some that are clearly evolving include:

- ❖ The Old Downtown,
- ❖ Frisco Square,
- ❖ Frisco Commons,
- ❖ Stonebriar west of the Tollway, and
- ❖ Stonebriar retail area.



Frisco Central Park

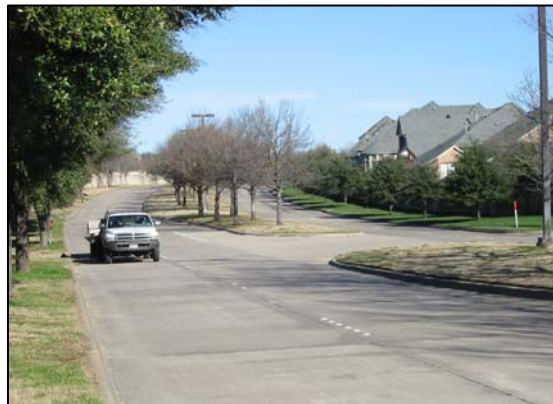
These neighborhood identity areas within Frisco have been identified on *Plate 1-12* (page 1.88). Not all of these areas however, further the goal of creating a small-town feel and pedestrian-friendly atmosphere. Other areas are continuing to evolve, and new areas could benefit from the principles of livability and sustainability outlined within this chapter.



INFRASTRUCTURE

The design, quality, and location of infrastructure have a major impact on the image of a community. This includes such things as streets, drainage, and civic buildings.

Roadway design is one of the most important and overlooked image-builders in a city's arsenal. One of the most attractive roadways in Frisco, or in any North Central Texas city for that matter, is Legacy Drive as it winds through Stonebriar. It includes a well-treed parkway and median. Many other thoroughfares in the City are also well landscaped, though they have a more "open" feel because of the emphasis on ground cover and shrubs, rather than street trees. Taller canopy trees have a bigger visual impact and provide a sense of enclosure and intimacy, while softening the visual and environmental effects of development and paving. Greyhawk Drive is also an attractive residential collector roadway with street trees, parking, and narrower lanes that help reduce speeding.



Legacy Drive, Frisco

Preston Road (a State Highway) is a generously sized roadway with excessively wide (12-foot) lanes that work against creating a sense of Frisco as a "small town" or indeed a "friendly" place to be. Due to its scale and design, it tends to act as a "divider" rather than a "seam" uniting the community. The Tollway too, has the ability to create an unattractive barrier between east and west Frisco. Much of the roadway has already been designed, and a section north of Main Street is under construction. This makes the landscaping and thoroughfare connections across the Tollway of critical importance in maintaining a connected community. Cities like Plano and Richardson, bisected by Central Expressway (U.S. 75), suffer from "east-side versus west-side" in terms of image, identity, and competition for capital improvements and cultural facilities.



Home in Greyhawk Subdivision

There are a variety of residential street configurations in Frisco. Many of the City's new subdivisions contain streets that are interconnected, and these subdivisions also often contain homes with porches close to the street and rear-entry garages. These are some very effective ways to create a "sense of community," a small-town feel, a heightened sense of safety, and they also have the added benefit of encouraging neighbors to meet and interact with each other. Subdivisions like Greyhawk and Queens Gate go a long way toward meeting these objectives.





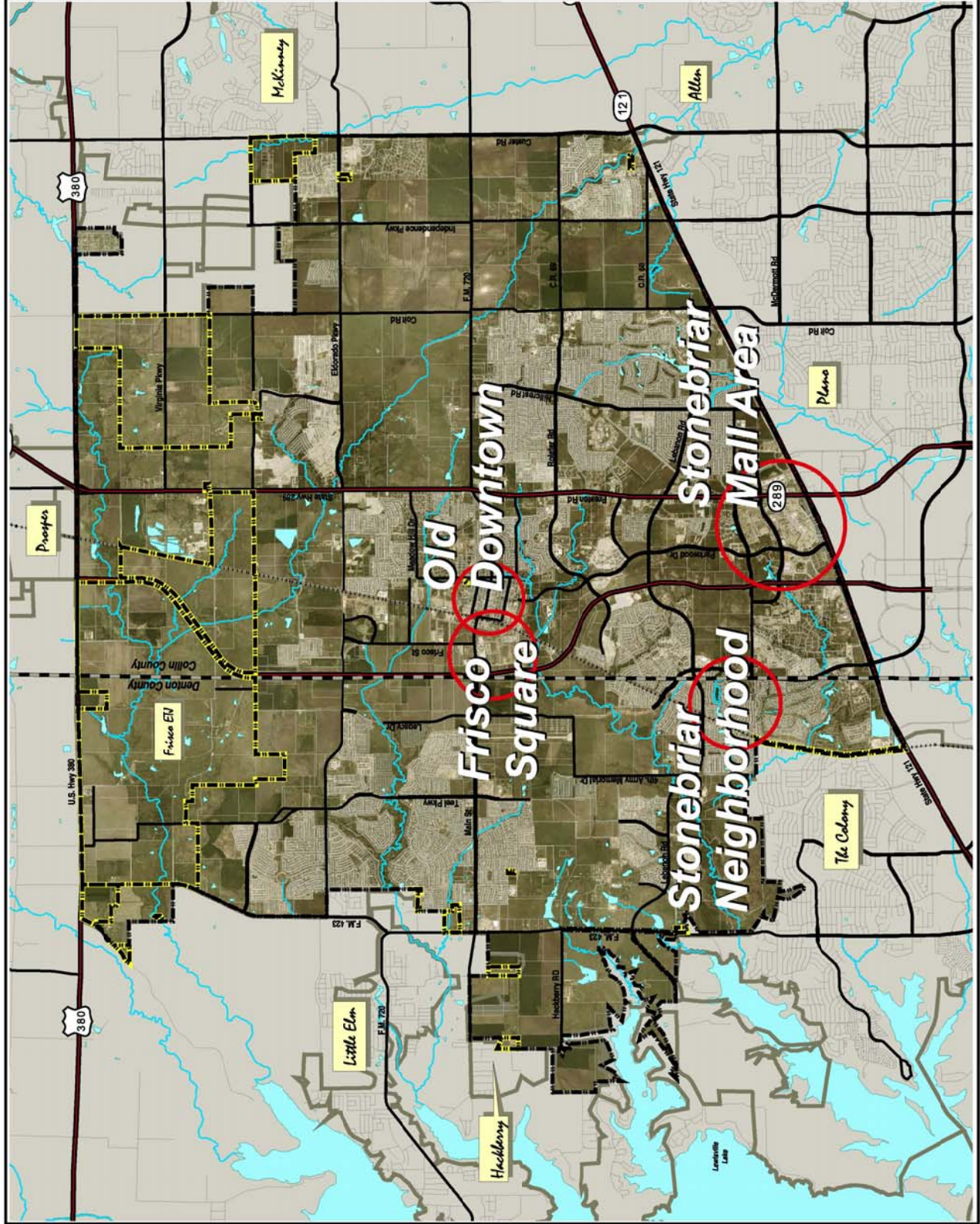
City of Frisco, Texas
*Neighborhood
Identity Map*

Legend

- Frisco City Limits
- Frisco ETJ
- County Line

Plate 1-12

Dunkin Sefko & Associates, Inc.
Urban Planning Consultants
Townscape, Inc.
Kimley-Horn and Associates, Inc.
Frisco GIS
Department of Information Technology





Drainage is another frequently overlooked and under-utilized image-builder. Integrating floodplains into a comprehensive City-wide open space plan and avoiding concrete-lined channels are vitally important in creating a positive image and adding value to the community. The City has comprehensive parks and trail plans which include drainage corridors. However, these have not identified floodplains based on fully built-out conditions. Rather, they rely on FEMA maps (based on existing conditions at the time the maps were created) and on-site detention to address drainage. This leaves the City vulnerable in future years to possible flooding and having to provide concrete lined channels and erosion control as the City builds out. In addition, this approach to potential drainage issues misses the opportunity to create major regional amenities with flood-control wet detention areas in public parks.



Rendering of Frisco's New City Hall in Frisco Square

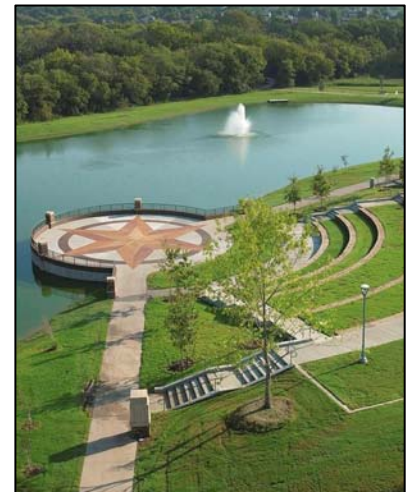
City Hall will have a prominent new home in Frisco Square. This will reinforce the "civic-ness" of Frisco Square, and will help make the development an inviting community place.

Other civic facilities such as schools work well with the City in terms of co-location of parks and making meeting space available to the community. The fact that there are four different school districts in Frisco can complicate the working out of policies for integration of schools

into neighborhoods. A good example of a city and school district working together is Trophy Club in Tarrant County. The Town of Trophy Club County is currently working with the Northeast School District to make the new high school tie in with a new Village Center by locating the school library and auditorium in the Village Center, making them part of shared cultural facilities for the community.

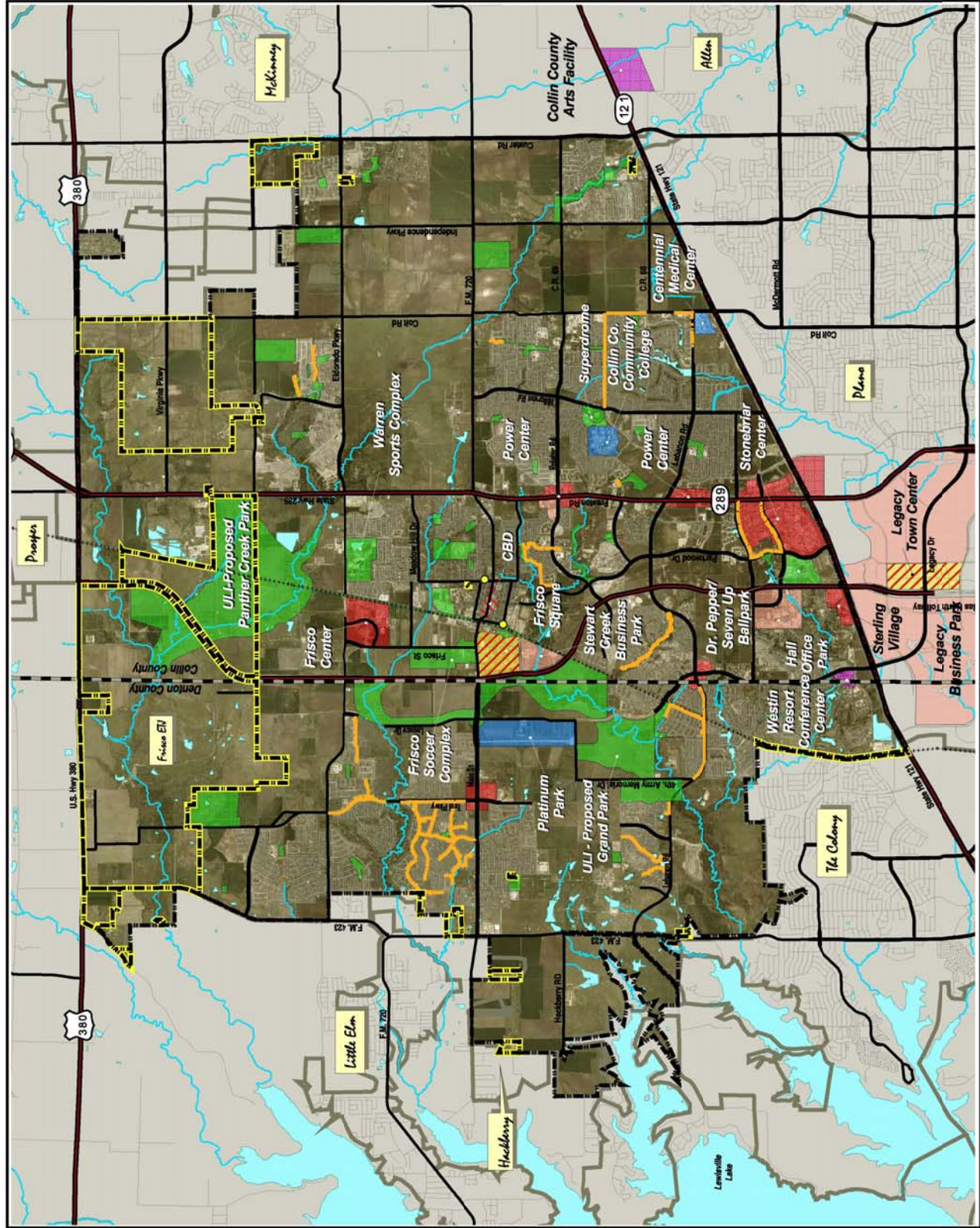
Community Amenities & Landmarks

Small jewel-like parks with public art are among Frisco's most image-able attributes. Well-designed green space raises adjacent property values, and signals public investment in the community, and this, in turn, attracts private investment. While larger community parks and greenbelt linkages are critical in meeting recreational needs, neighborhood parks are especially important in giving the City's neighborhoods cohesiveness and distinctiveness. These parks typically balance active and passive activity, but are often just as important as the traditional



Frisco Commons







“neighborhood green”—a symbolic heart and focal point of the neighborhood that says, “You’ve found it; this is the place. You don’t have to look any further.”

The “Grand Park” concept currently envisioned for the heart of the City has even greater landmark potential, forever establishing Frisco’s image as a City of trees, trails, water, and beautifully sculpted green spaces. It will represent significant public investment, community taste, and civic pride, while showcasing an attractive and increasingly sought-after outdoor lifestyle. Grand Park would be an extraordinary community amenity and as been labeled as such on the *Amenities Map* on *Plate 1-13* on the previous page. Other existing recognizable amenities within Frisco have also been identified on *Plate 1-13*.

Housing & Neighborhoods

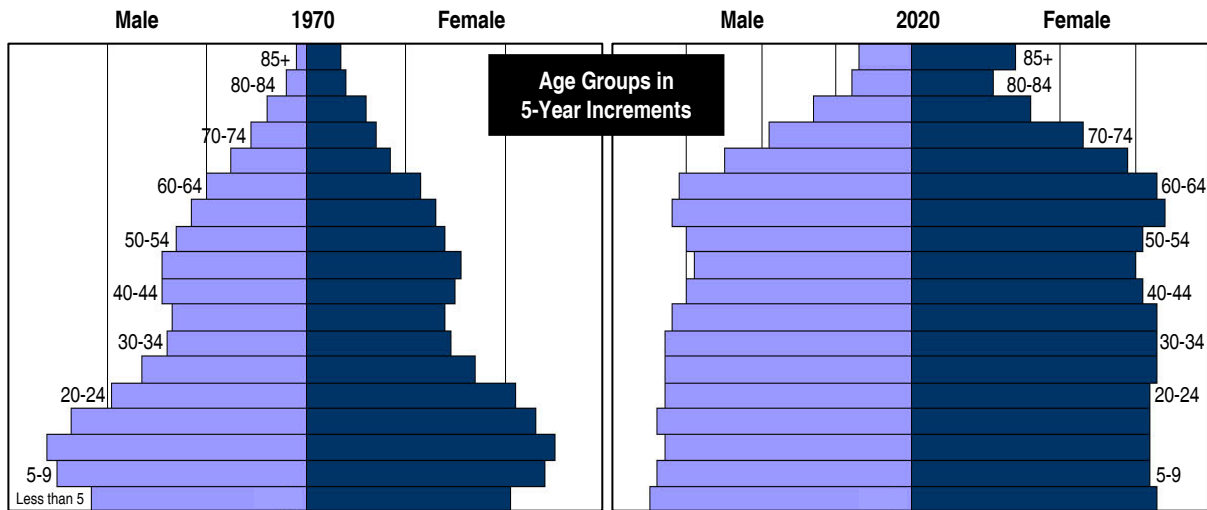
All sustainable communities must provide housing for the full cycle of life—young singles, married couples, families, empty nesters, retirees, and seniors (including independent, assisted-living, and nursing homes). People progressing through each of these life phases have different requirements in terms of size, location, type, and cost of housing units. Truly successful cities that provide these options, like the Park Cities, maintain value and continue to attract investment. An important attribute, however, is not to segregate the non-single-family unit types, but rather to integrate them into diverse neighborhoods throughout the community. This ensures that they do not become “forgotten neighborhoods” that could be susceptible to poverty and crime.

Over the past 20 years or so, major changes have begun in the composition of the general population. On average, people are living longer, having fewer children, living more single lifestyles, and becoming more ethnically diverse. Consider the following trends identified by William Frey, Senior Fellow with the Brookings Institution, related to the general population:

- ❖ TRADITIONAL FAMILIES – Married couples with children made up only 27 percent of all suburban households in 2000; by 2010, they will constitute as little as 20 percent. Today, the other 73 percent of American households are made up of singles, families with no children, and single parents with children.
- ❖ PEOPLE LIVING ALONE – People living alone constituted 23.5 percent of households in 2000; by 2010, they will grow to over 33 percent of all households.
- ❖ POPULATION 35 YEARS & OVER – Population aged 35 and over reached 46.3 percent in 1990; in 2000, they rose to 50.5 percent.
- ❖ MINORITIES – In the 2000 census, 27 percent of the suburban population in large metropolitan areas nationwide was made up of minorities, up from 19 percent in 1990; minorities were responsible for the bulk of the population growth in many suburban regions.



Figure 1-23
U.S. POPULATION AGE DISTRIBUTION FOR 1970 & PROJECTED FOR 2020



Source: Riche, Martha Farnsworth. Farnsworth Riche and Associates. *The Implications of Changing U.S. Demographics for Housing Choice and Location in Cities*. A Discussion Paper Prepared for The Brookings Institution Center on Urban & Metropolitan Policy. March 2001. (Adapted from Figure 1.)

The demographic changes noted above have important implications for real estate markets. For example, compared to families with children, singles, couples with no children, and retirees are more likely to be attracted to smaller, lower-maintenance housing that is clustered within walking distance of retail, employment and transit facilities. Another interesting fact is that approximately 21 percent of homes recently bought in the Metroplex were purchased by single people (i.e., a market for smaller homes or cottages between 850 and 1,000 square feet).

According to *Table 1-13, Housing Type*, 75.8 percent of all housing units are single-family detached, with less than nine percent in townhouse and small multiple-family homes (up to nine units). This is a product of the initial demand for housing in developing areas. Families looking for larger homes (for the money) on single-family lots in a good school district are

often the first to move into a new community. However, as in all maturing communities, early residents either “age” in the community or move to another. In fact, the median American moves once every five years, so within eight to 10 years, a majority of the original purchasers typically move out of the community and a new population moves in. This is a phenomenon which all new communities have experienced, like the Woodlands (in Texas), Reston (in Virginia), and Columbia (in Maryland), and has contributed to a rapid decline of many suburban communities. Master-planned communities like these are careful to include a variety of housing types over time.



Cottages Around a “Green” in Watercolor, Florida



The additional issue that many fast-growing suburban communities face is the fact that a majority of their building stock and utility infrastructure was built within a relatively short time frame, and will consequently age together and require increasing amounts of maintenance. The best way to avoid the negative effects of this on the quality of the community and the municipal and school tax rate is to ensure re-investment by creating a diversity of housing and retail type and amenities. The greater the diversity of product type, the stronger the market is for each type. The worst possible scenario would be to build all one type and size of home, and one type of retail center as so many communities have done over the last 20 to 30 years.



Preston Road in Frisco

Based on demographic trends, the maximum sustainable amount of single-family housing **appropriate for this region**, given the trends noted above, **would probably be** in the 40 to 50 percent (+/-) range, with the remainder being products such as townhouse, lofts, mother-in-law suites, small apartment buildings (6-12 units) and condominiums. Unlike master-planned communities, cities react both to the demand expressed by the development community and to the stated desire of existing residents to build more neighborhoods just like their own. The home-building industry is definitely geared up for responding to the immediate market for single-family homes. They have honed their skills in providing that product as the Dallas-Forth Metroplex has grown north, from Dallas to Richardson to Plano. However, all major national development companies, and many local companies, are seeing the coming change in demographics and have created divisions that focus on townhomes, lofts, condominiums, mixed use and other alternative products.

Reinforcing the creation of an excessive number of single-family units is the City's Zoning Ordinance and zoning districts, and the fact that there are no provisions in the City's codes for the creation, by right, of urban housing, cottages (homes 1,000 square feet or less), and secondary living units (like garage apartments and "granny flats"). This condition also affects affordability. The City of University Park, one of the most desirable cities in the Metroplex, has apartments, duplexes, townhouses and garage apartments discretely spread throughout the community, and is thereby able to accommodate a large number of university students, single-person households, retirees, and service employees.

The median household moves once every 5 years.
Home-owner households move once every 8 years.
These trends have the effect of greatly increasing the velocity of change in aging neighborhoods.

As Peter Wolf illustrated in his book "Hot Towns," skilled, well-educated, and relatively affluent people often have a choice of where to live, and they are attracted to creative, energetic towns, and rural areas.



Development Patterns

OVERCOMING SPRAWL

Smart Growth America identifies sprawl's impact on the quality of life in communities in its publication, "Measuring Sprawl and Its Impact." The impacts include:

- ❖ Higher rates of driving and vehicle ownership;
- ❖ Increased levels of ozone pollution which imperils the health of children and other sensitive populations;
- ❖ Greater risk of fatal crashes due to higher roadway design speeds and the number of people driving;
- ❖ Low rates of walking, bicycle and transit use; and,
- ❖ No significant differences in congestion delays than other sprawling metropolitan areas.



Sprawl in the Dallas Area – Uniformly Low, Single-Use Density with Poor Interconnection of Streets

Sprawl can be defined and measured in terms of the following:

- ❖ Residential density;
- ❖ Neighborhood mix of homes, jobs, and services;
- ❖ Strength of activity centers and downtowns; and,
- ❖ Accessibility of the street network.

The Dallas area is ranked 13th of the 83 metropolitan areas studied by Claritas Corp. in terms of the degree of sprawl. This condition will be difficult to control in Frisco. The easiest decision is to allow the predominant development pattern from the Metroplex to spread into the City. It will take a conscientious effort to change that pattern, much like the Park Cities which have fought the trend to cul-de-sac streets and allow major thoroughfares to cut through their communities.

STRIP CENTERS

Outside of the old Downtown and Frisco Square, retail in Frisco is being developed in single-use developments, in "strip center" style with pad sites. This is the type of development that has dominated cities like Plano, Richardson, and Carrollton, which are now declining and affecting investment in nearby neighborhoods. This type of retail development



looks good and is well-occupied until 20-30 years in the future when new growth moves on to communities that are further out from the central city's (e.g., Dallas') urban core.

The lack of a residential component and the exclusive accessibility for automobiles make many retail centers difficult to fill with rent-paying, tax-income-producing tenants. Frisco Square is the City's exception to this pattern. This development is creating a quality retail environmental infrastructure that will attract reinvestment over time.

RESIDENTIAL

The City appears to have avoided the temptation to approve "loops" and "lollipop" roadway patterns in most subdivisions. This is good. An interconnected street system based on a modified traditional grid pattern improves mobility within the subdivision and minimizes automobile trips and roadway congestion. However, besides the Downtown and Frisco Square, no residential neighborhoods have direct access to neighboring retail without requiring the resident to drive out onto a major thoroughfare. A lack of roadway, walkway, and bikeway connections turn a short walk or drive into a long one, and adds significant congestion on major roadways, while diminishing neighborhood support of local retail. Once a person climbs into their car and gets out on the major thoroughfare, then they are likely to go to another center that may be slightly more desirable for their purposes and further away.



University Park, Texas





City of Frisco, Texas

2006 COMPREHENSIVE PLAN

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The Snapshot in Conclusion

This *Snapshot of the City* has outlined various characteristics of Frisco, including demographics, natural resources, development patterns, significant City boundaries, transportation, City initiatives, and the City's current state of livability and sustainability. Now that this background information has been compiled, the comprehensive planning process can proceed with a strong foundation. In addition, the *Snapshot* enables the Comprehensive Plan Advisory Committee (CPAC), City staff, City officials, the Consultant Team, and Frisco citizens to have a consolidated set of data that can be referenced during the process, whenever necessary. This knowledge of Frisco as it is today allows for a more concise assessment of what the future might hold.

